Unit Title:	**Selling face to face**
OCR unit number:	36
Sector unit number:	SAL2-3
Level:	Level 2
Credit value:	4
Guided learning hours:	25
Unit reference number:	L/502/8564

Unit purpose and aim

This unit is about selling to customers face to face. Some contact with your customers may be via telephone, e-mail or in writing but successful performance in this unit involves direct contact with customers.

Learning Outcomes	Assessment Criteria	Teaching Content
The Learner will: 1 Understand how to sell to customers face to face	**The Learner can:** 1.1 Explain the differences between proactive and reactive selling 1.2 Explain how techniques such as cross-selling, up-selling and the sale of add-ons can be applied when selling in face to face situations 1.3 Describe the types of listening and questioning techniques used for selling in face to face situations 1.4 Explain how to interpret non-verbal behaviour in face to face sales situations 1.5 State the differences between benefits and features 1.6 Describe the different methods used to sell benefits 1.7 Explain how to involve the prospect in reaching solutions to sales problems	• Various selling techniques and their appropriateness to different situations and clients • Active listening skills and how they can help in a sales situation • Identification of, and how to react to, different types of non-verbal behaviour in face to face sales situations • Identifying obvious and less obvious benefits and features of the product being sold • Different ways to involve the prospect in the sales process to enhance the end result • How to plan the best use of time and resources.

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Learning Outcomes	Assessment Criteria	Teaching Content
2 Be able to prepare for the sale	2.1 Develop a structured sales plan for the meeting that makes effective use of the time available 2.2 Select resources to be used during contact with the customer that are consistent with the plan	• Planning for sales meetings, including timings, key content, aims and objectives, customer expectations
3 Be able to conduct a face to face sales meeting with the customer	3.1 Follow organisational standards of personal presentation when meeting customers 3.2 Work within social and cultural constraints relating to the sector/industry and/or customer 3.3 Behave in a way that is likely to develop a rapport with the customer 3.4 Identify customer requirements through the use of questioning and active listening 3.5 Confirm customer requirements by summarising their buying needs and interests 3.6 Identify products and/or services which match the customer's needs and confirm with the customer that they are suitable 3.7 Communicate unique selling points to the customer 3.8 Communicate unique selling points to the customer 3.9 Provide the customer with opportunities to discuss and assess features and benefits of products and/or services 3.10 Interpret buying signals and act on them to progress the sale 3.11 Provide the customer with materials to support the promotion of products and/or services	• Organisational standards for appearance and dress and explain why they are necessary. Social and cultural issues that might affect the conduct of a sales meeting within the sector/industry Organisational norms / standards for face to face meetings with customers, and how these help to develop rapport • Active listening skills and how they enhance the relationship with the customer • Why certain products/services are more appropriate for certain customers • How to reflect the needs of the customer in what you are selling them • Different ways in which a customer may express their preferences

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Learning Outcomes	Assessment Criteria	Teaching Content
4 Be able to deal with sales objections during face to face sales situations	4.1 Identify sales objections prior to dealing with the customer 4.2 Clarify objections and identify potential sales opportunities from them 4.3 Evaluate potential trade-offs that will be mutually beneficial to the customer and to the organisation 4.4 Record any area in which the product and/or service does not meet the customer's requirements 4.5 Resolve customer queries about the product and/or service 4.6 Reassure the customer and confirm their objections have been overcome	• Issues that may prevent a sale to a particular customer • Options available to encourage a **customer** to close the sale • Methods of reassuring a customer regarding any objections they may have
5 Be able to close the sale	5.1 Perform a trial close to establish whether or not further objections exist 5.2 Gain a commitment from the customer to close the sale 5.3 Complete the formalities of the sale following organisational procedures	• Why a trial close is necessary and ways in which to perform this • Ways of gaining commitment from a client and why organisational procedures should be followed when closing and confirming a sale.

Assessment

This unit is centre assessed and externally verified. In order to achieve the unit you must produce a portfolio of evidence which, on request, will need to be made available to the OCR external verifier. Portfolios of work must be produced independently and Centres must confirm to OCR that the evidence is authentic. An OCR Centre Authentication form is provided in the Centre Handbook.

Evidence requirements

In order to achieve this unit you must demonstrate that you have met all of the stated learning outcomes and assessment criteria. Your assessor must be able to observe you in the workplace or you must provide tangible evidence of your real work activities.

You may collect evidence for the unit through work in a private sector organisation, a public sector organisation or a not-for-profit organisation.

You must provide evidence that shows you have done this over a sufficient period of time on different occasions for your assessor to be confident that you are competent.

Guidance on assessment and evidence requirements

The assessment of Sales units at any level of a QCF NVQ or competence-based qualification, '… may be based on either candidate performance at work or through RWE, as necessary' (CfA Assessment Strategy 2010).

You should refer to the '*Admin Guide: Vocational Qualifications* (A850)' for *Notes on Preventing Computer-Assisted Malpractice*.

National Occupational Standards (NOS) mapping/signposting

The mapping in the table below provides an indication of where evidence might be available for assessment against some of the knowledge and understanding contained in the national occupational standards (NOS). It does not claim to guarantee that evidence will meet the NOS.

NOS can be viewed on the relevant Sector Skills Council's website or the Occupational standards directory at www.ukstandards.co.uk.

Occupational standards	**Unit number**	**Title**
Sales 2010	CFAS 7.2	Sell products or services face-to-face

Functional skills signposting

This section indicates where candidates may have an opportunity to develop their functional skills.

Functional Skills Standards					
English		**Mathematics**		**ICT**	
Speaking and Listening	✓	Representing		Use ICT systems	
Reading	✓	Analysing		Find and select information	
Writing	✓	Interpreting		Develop, present and communicate information	

Resources

Evidence record sheets and witness statements are available from the OCR website www.ocr.org.uk.

Access to sources of under-pinning knowledge such as websites, books, journals, etc, might be of help, but you are not expected to reproduce other people's written work.

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Additional information

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications' (A850)* on the OCR website www.ocr.org.uk .