Unit Title:	**Negotiating, handling objections and closing sales**
OCR unit number:	38
Sector unit number:	SAL3-1
Level:	3
Credit value:	4
Guided learning hours:	22
Unit reference number:	F/502/8612

Unit purpose and aim

This unit aims to provide learners with the skills to negotiate and handle sales objections in order to be able to close the sale.

Learning Outcomes	Assessment Criteria	Teaching Content
The Learner will: 1 Understand how to handle objections and negotiate with the customer	**The Learner can:** 1.1 Describe the scope of authority and responsibility when dealing with objections 1.2 Identify the resources available to counter the sales objections 1.3 Describe how to plan and prepare for negotiation 1.4 Describe how to use testimonials to progress a sale 1.5 Explain the advantages and disadvantages of different methods of closing a sale 1.6 Explain organisational procedures for documenting the negotiated sale	• Explain the limits of authority, such as discounts that can be given. Who to refer to for further support. • Explain what is available to help counter objection. This may include alternative products, discounts, payment plans. Explain how to plan to have relevant aids available before starting negotiations. • Explain how positive comments can be used to help sales. These may be from other customers, newspaper articles, etc. • Show different ways to close sales and the advantages/disadvantages of these. You may consider variations such as collecting payment at the point of sale, or confirming an agreement and invoicing for payment. • Outline documentation that the organisation uses.

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Learning Outcomes	Assessment Criteria	Teaching Content
2 Be able to prepare for objections and negotiation with the customer	2.1 Identify possible sales objections and appropriate responses prior to dealing with the customer 2.2 Confirm authorisation to negotiate 2.3 Prepare a negotiation plan that is capable of providing a mutually acceptable outcome	• Explain the most common objections that customers use, and the strategies that have been used successfully to overcome each of these. • Describe the level of authority you have to negotiate, and show how you plan to use this to agree a satisfactory sale.
3 Be able to handle objections	3.1 Identify customer needs and wants in relation to objections by using a variety of questioning techniques 3.2 Identify and prioritise customers' concerns 3.3 Provide evidence to the customer of the strengths of the organisation's products or services 3.4 Confirm with the customer that the objection(s) have been overcome 3.5 Identify and respond to verbal and nonverbal buying signals in a way that is consistent with the nature of the signals	• Use suitable questioning, such as open or closed questions, to confirm the customers' objections and to prioritise these. • Explain how the products/services will meet the customer needs. This may include confirming the reputation/strength of the organisation itself. • Detail the types of verbal buying signals that customers make. Also detail how nonverbal signals, such as body language. Explain how to respond to these to help with the sale.
4 Be able to negotiate with the customer	4.1 Carry out negotiations according to negotiation plan 4.2 Promote the benefits of what is being offered to the customer 4.3 Explain to the customer when and why no further adjustment is possible 4.4 Obtain support to progress negotiation that is outside own level of authority	• Describe how you explain to a customer that you cannot negotiate further and who you would involve to allow additional concessions.

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Learning Outcomes	Assessment Criteria	Teaching Content
5 Be able to close the sale following negotiation	5.1 Apply a trial close in accordance with the negotiation plan 5.2 Respond to any further objections and concerns 5.3 Identify and make use of potential add-on, up-selling or cross-selling opportunities 5.4 Summarise agreements made in accordance with organisational procedures and close the sale	• Explain the styles of trail closure you would use in different circumstances. • Explain when it would be appropriate to offer the customer further products/services. • Detail the processes that you have to use to confirm and close the 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).

Please refer to the OCR Centre Handbook available from the OCR website www.ocr.org.uk.

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.

Occupational standards	Unit number	Title
CfA Sales NOS	SLS76	Handle objections and close sales

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

Stationery or a CD-rom.

Access to photocopier, PC and printer is desirable but not essential.

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.

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.

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