

Unit Title:	Sell active leisure services and products to customers
OCR unit number	25
Sector unit number	LM3-26
Level:	3
Credit value:	3
Guided learning hours:	15
Unit reference number:	D/503/0870

Unit purpose and aim

This unit assesses the competence required to sell active leisure services to customers.

Learning Outcomes	Assessment Criteria
The Learner will: 1 Be able to generate sales appointments	The Learner can: 1.1 Follow an active leisure organisation's procedures to identify sales leads 1.2 Follow an active leisure organisation's procedures to make effective contact with potential customers
2 Be able to prepare for a sales meeting with active leisure customers	2.1 Follow a structured plan when preparing for a sales meeting 2.2 Use available information about customers to prepare for a sales meeting 2.3 Assess the benefits and features of an active leisure organisation's services and products 2.4 Select the resources to be used during a sales meeting 2.5 Identify potential sales objections prior to meeting with customers
3 Be able to establish an effective relationship with active leisure customers	3.1 Follow an active leisure organisation's standards of personal presentation when meeting customers 3.2 Behave in a way that is likely to develop a rapport with active leisure customers
4 Be able to identify active leisure customers' needs and expectations	4.1 Identify customer needs and expectations through the use of questioning and active listening 4.2 Confirm customer requirements by summarising their needs and expectations
5 Be able to match active leisure services to customer needs and expectations	5.1 Identify services and products which match the customer's needs and expectations 5.2 Confirm with the customer that identified services

Learning Outcomes	Assessment Criteria
	and products are appropriate to their needs and expectations
6 Be able to progress a sale with active leisure customers	6.1 Communicate unique selling points to the customer 6.2 Provide the customer with opportunities to discuss and assess features and benefits of products and/or services 6.3 Interpret buying signals and act on them to progress the sale 6.4 Provide the customer with materials to support the promotion of products and/or services
7 Be able to deal with sales objections from active leisure customers	7.1 Clarify objections and identify potential sales solutions 7.2 Record aspects of the service and/or product that do not meet the customer's requirements and expectations 7.3 Resolve customer queries about the service and/or product 7.4 Reassure the customer and confirm their objections have been overcome
8 Be able to close a sale with active leisure customers	8.1 Perform a trial close to establish whether or not further objections exist 8.2 Gain a commitment from the customer to close the sale 8.3 Complete the formalities of the sale following organisational procedures
9 Be able to follow up unsuccessful sales	9.1 Follow an active leisure organisation's procedures to maintain contact with potential customers 9.2 Continue to offer customers information about active leisure services and products that may be appropriate to their needs and expectations

Assessment

This qualification is internally assessed by centre staff and externally verified by OCR Assessors.

Candidates must provide all of the evidence identified below. All evidence must be produced independently.

Evidence requirements

For learning outcomes 1 – 9, the evidence must be gathered by the assessor observing the learner's performance in the workplace on more than one occasion. There should be sufficient observations to ensure that the learner has met all the requirements. There should be a combination of at least two of the following:

- observation (for example, of the learner selling to customers)

- testimony of others (for example, line manager or relevant colleague)
- products of work (for example, plans or preparations for the sales meeting)
- reflective account.

Simulations are not allowed.

Guidance on assessment and evidence requirements

This section provides guidance for tutors on the types of assessment activities that can be used and evidence to be produced that will ensure coverage of the learning outcomes and related assessment criteria.

Evidence can be generated in a variety of ways – through completion of OCR-devised workbooks, through centre-devised assignments, projects or tasks or through naturally occurring work-based activities. Any centre-devised assignments, projects or tasks must be cross-referenced to the appropriate learning outcomes and assessment criteria to ensure that full coverage can be achieved.

Portfolios of evidence must be produced independently and centres must confirm to OCR that the evidence is the original work of the candidate. Recording documents are provided on the website for this purpose.

National Occupational Standards (NOS) mapping/signposting

NOS can viewed at www.ukstandards.co.uk.

Occupational standards	Unit number	Title
Leisure Management NOS 2010 (SkillsActive)	B230	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	✓

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 .