

Candidate Evidence Checklist

OCR Level 2 Award/Certificate in Retail Knowledge

Unit 3: Understanding the retail selling process

This form should only be used for candidates **not** using the OCR Candidate Evidence Booklet.

Level 2

CANDIDATE	
Candidate's name:	_____
I confirm that this is all my own work.	
Candidate's signature	Date _____

ASSESSOR	
Assessor's name:	_____
I confirm that I have authenticated the candidate's work and am satisfied that to the best of my knowledge the work produced is solely that of the candidate.	
Assessor's signature	Date _____

Assessment criteria	Document/Page number	Attached (insert ✓)
1.1 Outline the five steps of the selling model		
1.2 Explain why an effective rapport needs to be created with customers		
1.3 Explain the importance of effective questioning to the sales process		
1.4 Explain how linking benefits to product features helps to promote sales		
1.5 Explain why products must be matched to customers' needs		
1.6 Explain the importance of closing the sale		

Assessment criteria	Document/Page number	Attached (insert ✓)
2.1 Define 'open' and 'closed' questions and state the purpose of each in the selling process		
2.2 Define what is meant by 'probing' questions and state the purpose of these in the selling process		
2.3 Identify questions which can be used to establish sales opportunities		
3.1 Explain how comprehensive and up-to-date product knowledge can be used to promote sales		
3.2 Describe how the features and benefits of products can be identified and matched to customers' needs		
3.3 Describe a range of methods for keeping product knowledge up-to-date		
4.1 State what is meant by a 'buying signal' and describe the main buying signals the salesperson needs to look for		
4.2 Describe the main ways of closing sales		