Unit Title:	**Contribute to sales activities in a contact centre**
OCR unit number:	14
Level:	1
Credit value:	3
Guided learning hours:	6
Unit reference number:	F/503/0392

Unit aim and purpose

This unit is about being able to gather and use specified sales information in a contact centre, make direct sales to customers and understand sales activities in a contact centre.

Learning Outcomes	Assessment Criteria
The Learner will:	**The Learner can:**
1 Be able to gather and use specified sales information in a contact centre	1.1 Gather the specified information about customers, products and/or services in accordance with organisational procedures 1.2 Provide information to customers about products and/or services in accordance with organisational procedures 1.3 Collect from customers information that supports potential sales in accordance with organisational procedures 1.4 Check with customers the accuracy of the information provided 1.5 Keep records of customers in accordance with organisational procedures
2 Be able to make direct sales to customers through a contact centre	2.1 Identify customers in accordance with organisational procedures 2.2 Establish customers' needs for potential sales of products and/or services within their level of authority 2.3 Check with customers the accuracy of the order 2.4 Refer customers to an authorised colleague when sales requests are beyond their level of authority 2.5 Complete the authorisation or payment in accordance with organisational procedures
3 Understand sales activities in a contact centre	3.1 List the products and/or services offered or supported by the contact centre 3.2 List the regulations and/or legislation that has an impact on dealing with customers 3.3 State the organisational procedures for processing sales and payments and/or establishing order authority with customers

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Assessment

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

Guidance on assessment

Skills CFA Assessment Strategy Competence units (S/NVQ).

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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