

Unit Title:	Understanding how to sell a product/service
OCR unit number	4
Ofqual reference number	Y/503/0060
Level:	3
Credit value:	4
Guided learning hours:	38

Unit purpose and aim

This unit will support the learner in developing the skills required to develop sound sales and customer service strategies to support the growth and efficient running of a business.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
<p>The Learner will:</p> <p>1 Understand how to set sales models for businesses</p>	<p>The Learner can:</p> <p>1.1 Explain how to set customer-focused goals for sales</p> <p>1.2 Explain how to set customer-focused targets for sales</p> <p>1.3 Explain how an action plan for goals and sales targets would be implemented</p>	<ul style="list-style-type: none"> • Customer-focused goals • Setting customer-focused goals • Customer-focused targets • Setting customer-focused targets • Action plans for goals and targets
<p>2 Understand sales plans</p>	<p>2.1 Explain the benefits of a product/service that will most appeal to a target market</p> <p>2.2 Evaluate different methods available for selling a product/service</p>	<ul style="list-style-type: none"> • Benefits of a product/service • Target market • The advantages and disadvantages of a range of different selling methods including: retailer/wholesaler; mail order; telesales; internet; mobile kiosk; door to door; etc
<p>3 Understand how to sell to customers</p>	<p>3.1 Explain how to convert potential customers into actual customers</p> <p>3.2 Plan sales communications with customers</p> <p>3.3 Analyse techniques that maximise sales</p>	<ul style="list-style-type: none"> • The difference between potential and actual customers • Process of converting potential customers in to actual customers, may include: eg information provision, individual selling

	<p>3.4 Explain how to respond positively to customer behaviours</p> <p>3.5 Explain how to overcome possible customer objections to make a sale</p>	<p>techniques, money back guarantees, trials</p> <ul style="list-style-type: none"> • Customer-focussed strategies • Customer behaviours may include: eg passive, aggressive, questioning, uncertain • A range of sales techniques may include: eg linked and up-selling, add-ons, additional benefits • Objections may include: eg expense, features available, after sales
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Assessment

This element is assessed by OCR set assignments that are centre assessed and externally moderated by OCR.

Candidates should complete all tasks contained in the candidate information section to demonstrate a clear understanding of these issues. Some tasks are assisted by a degree of group working, but each task requires the candidate to complete the table or report by themselves.

Candidates must complete the tasks for all assessment criteria contained within the unit.

Evidence requirements

In order to achieve this unit you must demonstrate that you have met all of the stated learning outcomes and assessment criteria. Candidates must complete the templates provided or where indicated either produce continuous prose in line with the indicated word limit or use another appropriate format.

In Learning Outcome 2, candidates should be able to explain four different ways they might sell their product/service. These may be taken from the list provided or may include others.

Guidance on assessment and evidence requirements

Assessment will take the form of an OCR template assignment, which allows the candidate to evidence each assessment criteria. For each assessment criteria, OCR will also supply templates to aid centres in confirming that all aspects of the assessment have been completed and that relevant evidence is available.

A breakdown of the expected actions is provided in the candidate section of the assignments. Tutors should ensure that the knowledge, understanding and skills section is sufficiently covered, according to the criteria provided.

All aspects of the task, as laid out in the candidate section, should be completed before the work is submitted to OCR for moderation. Witness Statement Forms have been provided where required. The tasks should be assessed in the centre before the candidate's portfolio is presented to the OCR-appointed examiner-moderator.

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

National Occupational Standards (NOS) mapping/signposting

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
Most relevant		
SFEDI	EE2	Win and keep customers
SFEDI	YS3	Improve your skills
SFEDI	WB3	Plan how you will sell your products or service
SFEDI	WB5	Sell your products or services
Relevant		
SFEDI	EE1	Achieve your goals for the business
SFEDI	EE5	Build relationships to build the business
SFEDI	BD3	Plan where your business is going

Functional skills signposting

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

Link to functional skills standards <http://www.qcda.gov.uk/15565.aspx>

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

Candidates who wish to present their work electronically will require access to a computer with word processing software.

Additional information

The candidate must understand the skills and procedures required for effective selling.

In order for the candidate to achieve this unit the candidate must demonstrate an understanding of a new business's needs. The candidate will create elements of important information that can be added and developed into a business plan.

Further guidance is provided in the Notes for Tutors section of the assignment booklet.

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.