

Unit Title: **Leading a sales or marketing team**
 OCR unit number: 22
 Sector unit number: SAL3-12
 Level: 3
 Credit value: 4
 Guided learning hours: 25
 Unit reference number: T/502/8641

Unit purpose and aim

Details to be confirmed later.

Learning Outcomes	Assessment Criteria	Teaching Content
The Learner will: 1 Be able to set targets for the sales or marketing team	The Learner can: 1.1 Agree Specific, Measurable, Achievable, Realistic and Time-bound (SMART) targets for individuals and sales or marketing team performance	<ul style="list-style-type: none"> • Xxxxxxx • xxxxxxx
	1.2 Agree personal objectives for individual members of the sales or marketing team	•
2 Be able to support the motivation of the sales or marketing team	2.1 Provide support to team members toward achieving targets and objectives	• Xxxxxxx
	2.2 Give recognition to individuals' successes	•
	2.3 Use individual rewards and incentives to maintain morale in a sales or marketing environment	•
	2.4 Encourage team members to put forward ideas	•
	2.5 Assist team members to overcome feelings of 'rejection' that are experienced as a result of a lack of success in sales or marketing endeavours	•

Learning Outcomes	Assessment Criteria	Teaching Content
3 Be able to monitor and evaluate the progress of the sales or marketing team	3.1 Monitor activities and progress across the team in accordance with the sales or marketing plan	• Xxxxxxx
	3.2 Monitor the achievements of individual and sales or marketing team targets in accordance with the sales or marketing plan	•
	3.3 Monitor customer interaction with individual team members in accordance with the sales or marketing plan	•
	3.4 Evaluate customer interaction with individual team members against agreed criteria	•
	3.5 Monitor compliance with legal, regulatory and ethical requirements relating to sales or marketing team activities	•
	3.6 Appraise the success of sales or marketing activities against agreed objectives and targets	•
	3.7 Identify areas for improvement in sales or marketing activities	•

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

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

National Occupational Standards (NOS) mapping/signposting

This unit maps fully to competences outlined in the Sales NOS published by the CfA.

Occupational standards	Unit number	Title

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

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).