

Unit Title: Negotiating, handling objections and closing sales
OCR unit number: 23
Sector unit number: SAL3-1
Level: 3
Credit value: 4
Guided learning hours: 22
Unit reference number: F/502/8612

Unit purpose and aim

Details to be confirmed later.

Learning Outcomes	Assessment Criteria	Teaching Content
The Learner will:	The Learner can:	
1 Understand how to handle objections and negotiate with the customer	1.1 Describe the scope of authority and responsibility when dealing with objections	<ul style="list-style-type: none"> • Xxxxxxx • xxxxxxx
	1.2 Identify the resources available to counter the sales objections	<ul style="list-style-type: none"> •
	1.3 Describe how to plan and prepare for negotiation	<ul style="list-style-type: none"> •
	1.4 Describe how to use testimonials to progress a sale	<ul style="list-style-type: none"> •
	1.5 Explain the advantages and disadvantages of different methods of closing a sale	<ul style="list-style-type: none"> •
	1.6 Explain organisational procedures for documenting the negotiated sale	<ul style="list-style-type: none"> •
2 Be able to prepare for objections and negotiation with the customer	2.1 Identify possible sales objections and appropriate responses prior to dealing with the customer	<ul style="list-style-type: none"> • Xxxxxxx
	2.2 Confirm authorisation to negotiate	<ul style="list-style-type: none"> •

Learning Outcomes	Assessment Criteria	Teaching Content
	2.3 Prepare a negotiation plan that is capable of providing a mutually acceptable outcome	•
3 Be able to handle objections	3.1 Identify customer needs and wants in relation to objections by using a variety of questioning techniques	• Xxxxxxx
	3.2 Identify and prioritise customers' concerns	•
	3.3 Provide evidence to the customer of the strengths of the organisation's products or services	•
	3.4 Confirm with the customer that the objection(s) have been overcome	•
	3.5 Identify and respond to verbal and nonverbal buying signals in a way that is consistent with the nature of the signals	•
4 Be able to negotiate with the customer	4.1 Carry out negotiations according to negotiation plan	• Xxxxxxx
	4.2 Promote the benefits of what is being offered to the customer	•
	4.3 Explain to the customer when and why no further adjustment is possible	•
	4.4 Obtain support to progress negotiation that is outside own level of authority	•
5 Be able to close the sale following negotiation	5.1 Apply a trial close in accordance with the negotiation plan	• Xxxxxxx
	5.2 Respond to any further objections and concerns	•
	5.3 Identify and make use of potential add-on, up-selling or cross-selling opportunities	•
	5.4 Summarise agreements made in accordance with organisational procedures and close the sale	•

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

DRAFT

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).