

<b>Unit Title:</b>	<b>Understanding how to sell services and products to customers in active leisure</b>
OCR unit number	16
Sector unit number	LM3 - 16
Level:	3
Credit value:	4
Guided learning hours:	20
Unit reference number:	L/503/0783

## Unit purpose and aim

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This unit covers the knowledge, understanding and skills that a learner needs in relation to selling in an active leisure organisation.

Learning Outcomes	Assessment Criteria
<p><b>The Learner will:</b></p> <p>1 Understand sales in the context of active leisure</p>	<p><b>The Learner can:</b></p> <p>1.1 Explain the importance of sales to an active leisure organisation</p> <p>1.2 Describe the sales cycle and how it helps to structure and progress sales activities</p> <p>1.3 Explain different sales methods that are used in the context of active leisure</p>
<p>2 Understand how to sell active leisure services and products</p>	<p>2.1 Explain the difference between proactive and reactive selling</p> <p>2.2 Explain how to assess maximum and minimum returns and the probability of sale closure</p> <p>2.3 Demonstrate different verbal and non-verbal listening and questioning techniques suitable for selling face-to-face</p> <p>2.4 Explain the difference between benefits and features and how to sell them effectively</p> <p>2.5 Describe the range of behaviours displayed by potential customers and how to manage them effectively</p> <p>2.6 Explain the importance of offering alternative services/products</p> <p>2.7 Explain the types of objections that customers may have and how to manage these</p> <p>2.8 Describe the process of closing a sale</p>

## Assessment

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All learning outcomes in this unit must be assessed using methods appropriate to the assessment of the knowledge and understanding.

Candidates must provide all of the evidence identified below. All evidence must be produced independently.

Learning outcomes 1 - 2 can be assessed by one or a mixture of:

- Written questions and answers
- Projects
- Assignments.

## Evidence requirements

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There must be valid, authentic and sufficient evidence for all the assessment criteria. However, one piece of evidence may be used to meet the requirements of more than one learning outcome or assessment criterion.

## Guidance on assessment and evidence requirements

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This section provides guidance for tutors on the types of assessment activities that can be used and evidence to be produced that will ensure coverage of the learning outcomes and related assessment criteria.

Evidence can be generated in a variety of ways – through completion of OCR-devised workbooks, through centre-devised assignments, projects or tasks or through naturally occurring work-based activities. Any centre-devised assignments, projects or tasks must be cross-referenced to the appropriate learning outcomes and assessment criteria to ensure that full coverage can be achieved.

Portfolios of evidence must be produced independently and centres must confirm to OCR that the evidence is the original work of the candidate. Recording documents are provided on the website for this purpose.

## National Occupational Standards (NOS) mapping/signposting

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NOS can viewed at [www.ukstandards.co.uk](http://www.ukstandards.co.uk).

Occupational standards	Unit number	Title
Leisure Management NOS 2010 (SkillsActive)	B230	Sell products or services face-to-face.

## Functional skills signposting

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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	✓

## Additional information

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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](http://www.ocr.org.uk) .