Technical specifications for

ILM Level 2

Certificate in Sales Management (8750)

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**Note:** This a qualification specific document and should always be read in conjunction with the Supporting Notes for ILM VRQs document available at [*www.i-l-m.com*](http://www.i-l-m.com)or from ILM Customer Services (*customer@i-l-m.com*)and the ILM Customer Handbook.

**Qualification Purpose and Aim**

This qualification is ideal for new sales managers who really need to get to grips with the role. It also supports practicing sales managers who want formal professional recognition for their experience, or are under pressure to get more from their teams.

**Benefits for individuals**

* Lead a team that successfully reaches sales targets
* Understand the sales process; learn tried and tested sales techniques
* Know how to identify and meet customer requirements
* Get a nationally recognised and transferable qualification.

**Benefits for employers**

* Motivated, competent, strong sales managers
* Productive teams with practical strategies for reaching targets
* A flexible qualification to fit organisational and individual needs
* Workplace-based assessment to ensure transfer of new skills to the organisation.

The qualification has three mandatory units covering the core skills of understanding customer requirements, sales in the workplace and effective selling. The remainder of the certificate consists of a range of optional Level 2 units - where the focus is on communication, using data systems, consumer law and providing quality to customers – plus optional Level 3 units, which cover a range of core leadership skills.

**Progression Routes**

These qualifications will provide progression opportunities to a range of qualification such as:

|  |
| --- |
| **Level 2 Certificate in Sales Management** |
| * ILM Level 2 Certificate in Team Leading * ILM Level 3 Award, Certificate or Diploma in Leadership and Management * ILM Level 3 Certificate in Principles of Leadership and Management. |

**Qualifications Specific Occupational Competency Requirements**

ILM VRQs are derived from the QCF Level Descriptors and are designed to develop learners knowledge, understanding and skills which are then assessed through a range of work related assessments. Centre tutors, assessors and internal verifiers are therefore required as a team to have a combination of appropriate competences in learning, assessment and internal quality assurance methodologies together with knowledge and experience of leadership and team skills within operational environments and sectors relevant to their learners.

Occupational requirements checklist cannot therefore be prescriptive and the evidence indicators are offered as guidance. Centre staff will only be expected to meet a range of the evidence indicators. The table below shows the generic occupational competence requirements of tutors, internal verifiers and/or assessors.

**Note:** Given that occupational competence requirements will vary greatly between lower and higher level qualifications, the technical qualification specification will highlight if there is an additional requirement of any qualification specific occupational competency.

|  |  |
| --- | --- |
| **Tutors Occupational Competence Requirements** | **Evidence Indicators** |
| Relevant and sufficient experience of enterprise, business start up and self employment | * Current(within the last three years) experience of sales and management appropriate to the levels and breadth of the mandatory and optional units of the Level 2 Certificate in Sales Management |
| A thorough knowledge and understanding of enterprise, business start up and self employment appropriate to the level, breadth and content of the mandatory units of the qualification | * A qualification relevant to sales and management and appropriate to the breadth of the mandatory and optional units of the Level 2 Certificate in Sales Management and the Level 2 requirements of Group 2 and the Level 3 requirements of Group 3 or * Substantial knowledge and understanding of sales and management and appropriate to the breadth of the mandatory and optional units of the Level 2 Certificate in Sales Management and the Level 2 requirements of Group 2 and the Level 3 requirements of Group 3 |
| Continuing Professional Development | * Evidence of participation over the past three years in Continuing Professional Development (CPD) relevant to the Level 2 Certificate in Sales Management |
| Knowledge, understanding and application of a range of teaching and learning methodologies relevant to the level and subject area of the qualification units for which the centre is approved | * Hold a valid and recognised teaching/training qualification or * Show evidence of current (within the last three years) experience of delivering training appropriate and relevant to the Level 2 and level 3 requirements of the Level 2 certificate in Sales Management |
| Knowledge of ILM VRQ learning and assessment processes | * Previous experience of delivery of ILM VRQ Level qualifications appropriate to the level and subject area of the qualification or * Knowledge of the QCF Credit Framework and Level Descriptors appropriate to the level of the qualification or * Planned CPD by centre |

|  |  |
| --- | --- |
| **Internal Verifiers and/or Centre Assessors Occupational Competence Requirements** | **Evidence Indicators** |
| Relevant and sufficient occupational experience appropriate to the level and breadth of subject areas of the qualification units for which the centre is approved | * Current(within the last three years) occupational experience appropriate to the level and breadth of subject areas of the qualification units for which the centre has been approved |
| A thorough knowledge and understanding of the subject areas appropriate to the level, breadth and content of the qualification units for which the centre is approved | * Have a relevant and sufficient qualification appropriate to the subject areas of the qualification units for which the centre is approved that must be equal to or higher than the approved qualification |
| Continuing Professional Development | * Show sufficient evidence of participation over the past three years in Continuing Professional Development (CPD) appropriate to the level and subject area of the qualification units |
| Knowledge, understanding and application of a range of assessment and/ or internal quality assurance methodologies relevant to the level and subject area of the qualification units for which the centre is approved | * Have a relevant qualification in assessment and or internal quality assurance (e.g. TAQA or equivalent or * Demonstrate clear and sufficient evidence of current (within the last three years) experience of assessment and/internal quality assurance appropriate and relevant to the level and subject area of the qualification |
| Knowledge of ILM VRQ learning and assessment processes | * Previous experience of delivery of ILM VRQ Level qualifications appropriate to the level and subject area of the qualification * Knowledge of the QCF Credit Framework and Level Descriptors appropriate to the level of the qualification * Planned CPD by centre |
| Continuing Professional Development in assessment and/or internal quality assurance | * Show sufficient evidence over the past three years of participation in Continuing Professional Development (CPD) in relation to assessment and/or internal quality assurance relevant to the level 2 and subject area of the qualification |

**Qualifications Structures and Details**

**ILM Level 2 Certificate in Sales Management**

|  |  |
| --- | --- |
| Qualification Accreditation No: | 600/5929/1 |
| Planned Operational Start Date: | 01/09/2012 |
| Credit Value: | Minimum 13 and maximum 36 credits |
| Induction: | At least 1 hour |
| Tutorial Support: | Minimum 2 hours |
| Guided Learning Hours (GLH): | The overall guided learning hours for the programme depends on the specific units selected, combined with the additional induction and tutorial support cited above. |
| Duration: | To be completed in 3 years |
| Rules of Combination: | Learners are required to attain a minimum of 6 credits from the mandatory group and the remaining 7 credits from a choice of units from Groups 2 and 3 where Group 2 contains Level 2 units and Group 3 contains units at level 3.  A Maximum of 6 credits from Group 3.  **Refer to the overview of units table.** |
| Assessments: | Criterion assessment applies to all units within this qualification (i.e. the learner must adequately evidence each assessment criterion). For further details see the ILM recommended Mark-Sheet for each unit. |

**Overview of Units**

**Group 1**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Ref** | **Unit Title** | **Level** | **CV\*** | **GLH\*\*** |
| 8570-228 | Effectively Selling to Customers | 2 | 2 | 7 |
| 8570-229 | Understanding Sales in the Workplace | 2 | 2 | 7 |
| 8570-205 | Meeting Customer Needs | 2 | 2 | 6 |

**Group 2**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Ref** | **Unit Title** | **Level** | **CV\*** | **GLH\*\*** |
| 8750-213 | Communicating with People Outside the Work Team | 2 | 1 | 6 |
| 8750-212 | Using Resources Effectively and Efficiently in the Workplace | 2 | 1 | 7 |
| 8750-207 | Providing Quality to Customers | 2 | 1 | 6 |
| 8750-221 | Working with Customers Legally | 2 | 1 | 5 |
| 8750-216 | Workplace Records and Information Systems | 2 | 1 | 5 |

**Group 3**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Ref** | **Unit Title** | **Level** | **CV\*** | **GLH\*\*** |
| 8750-300 | Solving Problems and Making Decisions | 3 | 2 | 9 |
| 8750-302 | Planning Change in the Workplace | 3 | 2 | 9 |
| 8750-307 | Giving Briefings and Making Presentations | 3 | 2 | 4 |
| 8750-326 | Understanding the Communication Process in the Workplace | 3 | 2 | 7 |
| 8750-303 | Planning and Allocating Work | 3 | 2 | 9 |

\* Credit Value. Candidates must complete the associated minimum total credits for their respective qualification. \*\*Guided Learning Hours

**Flexible Assessment – Alternative Ways of Assessing**

ILM provides ready-made assessment instruments/vehicles (e.g. assignment tasks) for every unit. **These are not mandatory.** Using ILM’s flexible assessment approach, centres can develop their own assessment instruments. Please note this does **not** include changing the criteria, just the method by which they are assessed.

There is a range of alternative methods (please refer to the ‘ILM Guide to assessing’, currently sections 6 and 7). It might be as minor as adjusting the ILM assignment task to contextualise it to a specific employer/situation. More significantly, a centre might use assessed presentations or professional discussions in order to reduce the writing requirement. However, before using a centre-developed assessment instrument, **you first need approval from your ILM Quality & Compliance Manager**.

Centres are also encouraged to combine the assessment of two or more units into an integrated assignment. This reduces the number of assessments and, with astute choice of units, integration can also reduce the amount of assessment. Any integrated assignment can also be assessed using an alternative method as above.

This of course has implications for the marks. When different sized units are integrated, especially from different levels, calculating marks for each assessment criterion is less than straightforward. Some Centres avoid this by using the separate ILM mark sheets. However this misses some of the benefits. Another option is to not use numerical marks at all and combine the mark sheets and simply mark each criterion as pass/refer.