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| Title: | | **Understanding sales in the workplace** | | |
| Level: | | 2 | | |
| Credit value: | | 2 | | |
| Unit guided learning hours | | 7 | | |
| Learning outcomes (the learner will) | | | Assessment criteria (the learner can) | |
| 1 Understand the sales process | | | 1.1  1.2  1.3 | Outline the key stages in the sales process  Explain how sales links to marketing within the workplace  Describe the difference between push and pull sales strategies |
| 2 Understand the place of the sales team in achieving the organisations’ objectives | | | 2.1  2.2  2.3 | Describe different approaches that can be used to achieve sales objectives  Explain how the sales targets relate to organisational goals  Explain the significance of the achievement of sales targets in achieving organisational goals. |
| **Additional information about the unit** | | |  | |
| Unit purpose and aim(s) | | | To develop an understanding of sales in the workplace. | |
| Details of the relationship between the unit and relevant national occupational standards or professional standards or curricula (if appropriate) | | | Links to MSC 2004 NOS: F18, F19 | |
| Assessment requirements or guidance specified by a sector or regulatory body (if appropriate) | | |  | |
| Support for the unit from a sector skills council or other appropriate body (if required) | | | Council for Administration (CfA) | |
| Equivalencies agreed for the unit (if required) | | | M2.31 Understanding Sales in the workplace | |
| Location of the unit within the subject/sector classification system | | | 15.3 Business Management | |
| **Additional Guidance about the Unit** | | | | |
| **Indicative Content:** | | | | |
| 1 | * The stages of the sales process * How sales links to marketing within the workplace * The difference between push and pull sales strategies * Channels of distribution * The 7 “Ps” of marketing (product, price, place, promotion, people, process, physical evidence) | | | |
| 2 | * Strategies that can be used to achieve sales objectives * Briefing the sales team * How the accumulation of sales targets formulate the organisation’s target * Ansoff strategies * PEST Analysis (political, economic, social, technological) * SWOT Analysis (strengths, weaknesses, opportunities, threats) | | | |