

**Unit Title:** Principles Of Sales  
**Unit Level:** Level 1  
**Unit Credit Value:** 2  
**GLH:** 18  
**LASER Unit Code:** WJC563  
**Ofqual Unit Code:** L/506/0544

This unit has 3 learning outcomes.

LEARNING OUTCOMES		ASSESSMENT CRITERIA	
The learner will:		The learner can:	
1.	Understand how to identify situations requiring sales skills.	1.1	Identify what is meant by sales opportunities in an inbound customer service environment.
		1.2	Identify examples of sales skills in different 'everyday' contexts.
2.	Understand selling principles.	2.1	Identify the difference between cross and up-sell.
		2.2	State what makes people buy.
		2.3	State what is meant by features and benefits of different products and services.
		2.4	State the importance of meeting customer needs in the sales process.
3.	Understand sales processes.	3.1	Identify appropriate techniques to use when meeting customer needs in a sales context.
		3.2	Define the structure of a sale within an inbound call.
		3.3	Define rejection in sales and how to deal with it.

<b>Assessment Guidance:</b>
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NA
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<b>Additional Information:</b>
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