

**Unit Title:** Understanding The Retail Selling Process  
**Unit Level:** Level 1  
**Unit Credit Value:** 3  
**GLH:** 27  
**LASER Unit Code:** WJC604  
**Ofqual Unit Code:** L/506/1046

This unit has 3 learning outcomes.

LEARNING OUTCOMES		ASSESSMENT CRITERIA	
The learner will:		The learner can:	
1.	Understand the selling process.	1.1	Identify the key steps of the selling process.
		1.2	Outline the key skills and qualities required of successful sales staff.
2.	Understand how to find out what the customer wants.	2.1	State when and how to acknowledge, greet and approach customers.
		2.2	State how to find out what customers want.
3.	Understand how product information can be used to promote sales.	3.1	List common concerns a customer may have when buying a product.
		3.2	State how providing information about the product can increase its attractiveness to the customer.
		3.3	Outline the difference between the features and benefits of products.
		3.4	Identify basic rules for demonstrating products to customers.
		3.5	State where to obtain different types of product information.

**Assessment Guidance:**

NA

**Additional Information:**

NA