SPECIFICATION

Level 2 Certificate in Principles of Sales(QCF)

Qualification summary

QCF level	2
Qualification credit value	18 credits
Minimum credits at/above level	18 credits
Assessment requirements	Portfolio of Evidence
	This qualification is internally assessed and internally quality assured by Centre staff and externally quality assured by Innovate Awarding External Quality Advisors (EQAs).
Aims and objectives of the qualification	The Level 2 Certificate in Principles of Sales (QCF) provides Learners with the essential skills and knowledge required to work in a sales-led environment. It is designed to meet the skills needs of employers of all sizes across the public, private and not-for-profit sectors and provides a solid foundation in sales theory, processes and sales techniques.
Entry guidance	There are no formal entry requirements for this qualification. This qualification is suitable for those who are preparing to work or currently employed in junior sales positions across a variety of sales related industries.
	Roles may include online sales, sales queries and supporting a field sales team or internal senior sales professionals.
Progression opportunities	Learners who achieve this qualification could progress into or within employment in a number of areas such as supporting a sales team, and/or continue their study in the same work in a variety of sales industries. On completion of this qualification, Learners may progress to

• IAO Level 3 Certificate in Principles of Sales (QCF)

QUALIFICATION STRUCTURE

Learners must achieve 18 credits in total: 14 credits from Mandatory Units Group A and a minimum of 4 credits from Optional Group B units.

Unit Structures

Mandatory and optional units are listed below.

Mandatory units

Unit ref	Unit title	Level	Credit value	GLH
T/502/8204	Understanding the sales environment	2	3	20
A/502/8205	Understanding sales techniques and processes	2	5	40
F/502/8206	Understanding legal, regulatory and ethical requirements in sales or marketing	2	2	15
L/601/7638	Principles of personal responsibilities and working in a business environment	2	4	32

Optional Units

Unit ref	Unit title	Level	Credit value	GLH
L/502/8208	Understanding sales targets	2	2	13
R/502/8209	Understanding business awareness in sales	2	2	11
L/502/8211	Principles of presentations and demonstrations in sales	2	2	15
A/502/8219	Principles of selling at trade fairs and exhibitions	2	2	18
J/502/8224	Customer service in sales	2	3	25
F/502/8223	Understanding the relationship between sales and marketing	3	3	21
Y/502/8227	Principles of online selling	3	3	24
H/502/8232	Understanding customers' creditworthiness for sales purposes	3	2	16
M/502/8234	Competitor analysis in the sales environment	3	2	20

Title:	T/502/8204 Understanding the sales envirnment
Level:	2
Credit Value:	3
GLH:	20
Learning Outcomes **The learner will:**	**Assessment Criteria** **The learner can:**
1. Understand the sales market	1.1 Describe the characteristics of the sales market (e.g. hospitality, retail, business, public sector, not for profit sector 1.2 Explain the features, benefits and unique selling propositions of an organisation's products and/or services 1.3 Describe an organisation's position in the market 1.4 Describe an organisation's products and/or services in comparison with competitors' offerings
2. Understand different types of business focus in sales and marketing	2.1 Describe the differences between product focus, production focus, sales focus and customer focus 2.2 Explain the effect of customer focus in an organisation 2.3 Describe how to overcome the barriers to achieving customer focus
3. Know how to manage time in the sales environment	3.1 Explain the importance of effective time management and its impact on business objective 3.2 Explain how to differentiate between urgent and routine tasks 3.3 Describe the tools and techniques available for effective time management
4. Understand the use of IT in sales	4.1 Explain the role, uses and importance of IT systems and information in sales 4.2 Describe how to plan and organise information searches 4.3 Describe how to carry out a data audit 4.4 Describe how to identify issues and trends in sales-related data

	4.5 Explain the implications of inaccurate sales data
5. Understand how to communicate information in a sales environment	5.1 Describe the characteristics of effective communication in a sales environment 5.2 Describe the information needs of the target audience (colleagues and customers) 5.3 Describe the importance of and reason for checking the audience's understanding 5.4 Explain the importance and uses of non-verbal communication to the sale 5.5 Describe the advantages and disadvantages of different media used to communicate with customers
Additional information N/A	
Unit aim (s)	This unit concerns understanding the sales market, business foci in sales and marketing, how to manage time in the sales environment, the use of IT in sales and how to communicate information in a sales environment.
Assessment requirements specified by a sector or regulatory body (if appropriate)	N/A
Details of the relationship of the unit and relevant national occupational standards	N/A

Title:	A/502/8205 Understanding sales techniques and processes
Level:	2
Credit Value:	5
GLH:	40
Learning Outcomes **The learner will:**	**Assessment Criteria** **The learner can:**
1. Understand the sales cycle	1.1 Describe the characteristics of the sales cycle 1.2 Explain how the different stages of the sales cycle affects the approach to the sale 1.3 Describe the uses of the sales cycle in structuring and progressing sales contacts
2. Understand the buyer decision-making process	2.1 Describe an organisation's procedures for dealing with buyers 2.2 Explain how buyer behaviour affects the achievement of targets 2.3 Explain the distinction between customer wants and needs 2.4 Explain the difference between consumer buyer decision-making and business-to-business decision-making 2.5 Describe the pressures on customers that influence their buying behaviour
3. Understand how to generate and qualify sales leads	3.1 Explain how to segment customers 3.2 Explain how to target market customers and prospects 3.3 Describe how to source and gather information about the market and the prospect 3.4 Explain the process for qualifying the sales contact 3.5 Explain the importance of accurate record keeping
4. Understand how to sell by inbound telephone call	4.1 Explain the characteristics, advantages and disadvantages of inbound telephone selling

	4.2 Explain the characteristics of reactive selling
	4.3 Describe the verbal, listening and questioning techniques that are most suited to telephone selling
	4.4 Describe how to manage customer behaviour during inbound calls
	4.5 Describe how to interpret the customer's reaction as the sale progresses during inbound calls
	4.6 Describe how to involve the customer in closing the sale during inbound calls
5. Understand how to sell by outbound telephone call	5.1 Describe the preparations to be made prior to telephone selling
	5.2 Explain the characteristics, advantages and disadvantages of outbound telephone selling
	5.3 Explain the characteristics of proactive selling
	5.4 Describe how to manage customer behaviour during outbound calls
	5.5 Describe how to interpret the customer's reaction as the sale progresses during outbound calls
	5.6 Describe how to involve the customer in closing the sale during outbound calls
6. Understand the principles of selling face to face	6.1 Explain the characteristics, advantages and disadvantages of face to face selling
	6.2 Explain the importance of preparing for the contact
	6.3 Describe the stages of selling face to face
	6.4 Describe how to manage customer behaviour during face to face sales contacts
	6.5 Describe how to interpret the customer's reaction as the sale progresses during face to face contacts
	6.6 Describe how to involve the customer in closing the sale during face to face contacts
7. Understand how to close a sale	7.1 Explain how to overcome objections

	7.2	Explain how to identify verbal and non-verbal buying signals
	7.3	Explain how to overcome barriers to closing the sale
	7.4	Explain how to identify further potential add-on, up-selling or cross-selling opportunities prior to closing the sale
	7.5	Describe different methods of closing sales
8. Understand how to process sales orders	8.1	Describe the process for ordering products and/or services
	8.2	Describe an organisation's payment methods
	8.3	Describe the requirements of customer credit checks
	8.4	Explain the role of the despatch function
	8.5	Describe order completion service standards
	8.6	Describe the importance of discounts and special offers
	8.7	Describe the importance of keeping the customer informed of developments relating to their order

Additional information	
N/A	

Unit aim (s)	This unit concerns understanding the sales cycle, the buyer decision-making process, how to generate and qualify sales leads, how to sell by inbound and outbound telephone calls, how to sell face to face, how to close a sale and how to process sales orders.
Assessment requirements specified by a sector or regulatory body (if appropriate)	
Details of the relationship of the unit and relevant national occupational standards	N/A

Title:	F/502/8206 Understanding legal, regulatory and ethical requirements in sales or marketing
Level:	2
Credit Value:	2
GLH:	15
Learning Outcomes **The learner will:**	**Assessment Criteria** **The learner can:**
1. Understand an organisation's procedures for dealing with legal, regulatory and ethical requirements relating to sales or marketing	1.1 Describe an organisation's procedures for raising legal, regulatory and ethical concerns 1.2 Explain the scope of legal, regulatory and ethical requirements in sales or marketing 1.3 Explain how the legal, regulatory and ethical requirements relate to the business of selling or marketing 1.4 Describe internal and external sources of information on legal, regulatory and ethical requirements 1.5 Explain how an "ethical approach" affects organisations in the sales or marketing environment 1.6 Explain the importance of contract law in sales
2. Understand the legal, regulatory and ethical limits of the sales or marketing role	2.1 Explain the legal, regulatory and ethical requirements relevant to the role 2.2 Describe the potential consequences of not complying with legal, regulatory or ethical requirements 2.3 Explain the importance of working within the limits of the role, responsibilities and authority 2.4 Explain the process for reporting legal, regulatory and ethical concerns 2.5 Explain the importance of clarity of communication with the customer to ensure common understanding of agreements and expectations

Additional information

N/A

Unit aim (s)	This unit concerns understanding an organisation's procedures for dealing with legal, regulatory and ethical requirements relating to sales or marketing and the legal, regulatory and ethical limits of the role.
Assessment requirements specified by a sector or regulatory body (if appropriate)	N/A
Details of the relationship of the unit and relevant national occupational standards	N/A

Title:	L/601/7638 Principles of personal responsibilities and working in a business environment
Level:	2
Credit Value:	4
GLH:	32
Learning Outcomes **The learner will:**	**Assessment Criteria** **The learner can:**
1. Know the employment rights and responsibilities of the employee and employer	1.1 Identify the main points of contracts of employment 1.2 Identify the main points of legislation affecting employers and employees 1.3 Identify where to find information on employment rights and responsibilities both internally and externally 1.4 Describe how representative bodies can support the employee 1.5 Identify employer and employee responsibilities for equality and diversity in a business environment 1.6 Explain the benefits of making sure equality and diversity procedures are followed in a business environment
2. Understand the purpose of health, safety and security procedures in a business environment	2.1 Identify employer and employee responsibilities for health, safety and security procedures in a business environment 2.2 Explain the purpose of following health, safety and security procedures in a business environment 2.3 Identify ways of maintaining a safe and secure environment in a business environment
3. Understand how to communicate effectively with others	3.1 Describe different methods of communication 3.2 Explain how to choose the most appropriate method of communicating with others 3.3 Describe ways of actively listening

4. Understand how to work with and support colleagues	4.1 Explain the purpose of agreeing standards for own work with others 4.2 Explain the purpose of taking on new challenges and adapting to change 4.3 Explain the purpose of treating others with honesty and consideration
5. Know how to plan own work and be accountable to others	5.1 Explain the purpose of meeting work standards and deadlines when completing tasks 5.2 Identify ways of planning own work 5.3 Compare ways of keeping other people informed about progress
6. Understand the purpose of improving own performance in a business environment and how to do so	6.1 Explain the purpose of continuously improving own performance in a business environment 6.2 Describe ways of improving own performance in a business environment 6.3 Identify different types of career pathways that are available
7. Understand the types of problems that may occur in a business environment and how to deal with them	7.1 Identify the types of problems that may occur in a business environment 7.2 Explain ways of dealing with problems that may occur in a business environment 7.3 Explain how and when to refer problems to relevant colleagues
Additional information N/A	
Unit aim (s)	This unit is about understanding employment rights; health, safety and security; how to work with others and how to manage and improve own work in a business environment.
Assessment requirements specified by a sector or regulatory body (if appropriate)	N/A
Details of the relationship of the unit and relevant national occupational standards	N/A

Title:	L/502/8208 Understanding sales targets
Level:	2
Credit Value:	2
GLH:	13
Learning Outcomes The learner will:	Assessment Criteria The learner can:
1. Understand how sales targets are calculated	1.1 Describe the process for forecasting sales and setting sales targets 1.2 Describe the factors that affect the setting of sales targets 1.3 Explain the volume and value of the sales required to meet target figures 1.4 Explain the pricing structure for products and/or services to meet sales targets 1.5 Describe a formula for calculating sales values over a period of time
2. Understand the use of sales targets	2.1 Explain the importance of sales targets for performance purposes 2.2 Explain how past sales targets can inform the setting of future targets
3. Understand how to collect sales-related data	3.1 Describe the potential sources of sales-related data 3.2 Explain the data collection methods for obtaining quantitative and qualitative information 3.3 Describe how data can be used to support sales activities
4. Understand how to evaluate sales performance	4.1 Describe how to monitor sales performance against targets 4.2 Explain how to evaluate performance against targets

	4.3 Describe the factors that can cause variances of performance from target
	4.4 Describe the actions to be taken if sales targets are not met

Additional information

N/A

Unit aim (s)	This unit concerns understanding how sales targets are calculated, how to collect sales-related data, the use of sales targets and how to evaluate sales performance.
Assessment requirements specified by a sector or regulatory body (if appropriate)	N/A
Details of the relationship of the unit and relevant national occupational standards	N/A

Title:	R/502/8209 Understanding business awareness in sales
Level:	2
Credit Value:	2
GLH:	11
Learning Outcomes **The learner will:**	**Assessment Criteria** **The learner can:**
1. Understand business issues in the sales environment	1.1 Describe different approaches to business awareness in different types of organisations 1.2 Describe the relationship of the sales function with other business functions in an organisation
2. Understand the importance of business news in the sales environment	2.1 Describe how news items affect business 2.2 Describe who should receive sales-related business news in an organisation 2.3 Describe internal and external sources of information on business news
3. Understand the use of networking in sales	3.1 Describe the purpose of networking 3.2 Explain the advantages and disadvantages of different types of networking 3.3 Explain how to use networks to build business awareness 3.4 Explain the importance of mutual benefits and integrity in business conducted through networking
Additional information **N/A**	
Unit aim (s)	This unit concerns understanding business issues in the sales environment, the importance of business news and the use of networking in sales.

Assessment requirements specified by a sector or regulatory body (if appropriate)	N/A
Details of the relationship of the unit and relevant national occupational standards	N/A

Title:	L/502/8211 Principles of presentations and demonstrations in sales
Level:	2
Credit Value:	2
GLH:	15
Learning Outcomes **The learner will:**	**Assessment Criteria** **The learner can:**
1. Understand how to prepare for a sales presentation or demonstration	1.1 Describe how organisational sales strategies, plans and activities are relevant to the presentation/demonstration 1.2 Describe how the presentation/demonstration is intended to help meet sales targets 1.3 Describe the features and benefits of the products and/or services to be promoted 1.4 Explain how to set up the venue and equipment to be used for the presentation/demonstration
2. Understand how to deliver a sales presentation or demonstration	2.1 Explain how to identify an audience's wants, needs and likely interests 2.2 Explain how to deliver a presentation/demonstration in a way that meets an audience's information needs and captures and retains their attention 2.3 Explain the importance of anticipating and meeting problems, constraints and objections 2.4 Explain why it is important to provide an audience with opportunities to raise questions and objections 2.5 Explain how gaining commitment contributes to the achievement of a sale

3. Understand the role of evaluating sales presentations/demonstrations	3.1 Describe how the effectiveness of sales presentations/demonstrations is evaluated 3.2 Explain how evaluative information is used to contribute to enhanced sales performance
Additional information N/A	
Unit aim (s)	This unit concerns understanding how to prepare for and deliver a sales presentation or demonstration and the role of evaluating sales presentations/demonstrations.
Assessment requirements specified by a sector or regulatory body (if appropriate)	N/A
Details of the relationship of the unit and relevant national occupational standards	N/A

Title:	A/502/8219 Principles of selling at trade fairs and exhibitions
Level:	2
Credit Value:	2
GLH:	18
Learning Outcomes **The learner will:**	**Assessment Criteria** **The learner can:**
1. Understand the basis for deciding whether to participate in trade fairs and exhibitions	1.1 Explain the purpose of exhibitions and trade fairs 1.2 Describe how an organisation's sales plans and targets relate to a trade fair or exhibition 1.3 Explain how the cost of participation is weighed against the likely sales that may be achieved
2. Understand how to prepare for trade fairs and exhibitions	2.1 Describe the resources needed for participation 2.2 Describe how targets are set for exhibitions and trade fairs 2.3 Explain how actual and potential customers are informed of forthcoming events 2.4 Explain how to identify opportunities for collaborative selling with other exhibitors 2.5 Explain the importance of identifying potential competitors and threats to sales from other exhibitors
3. Understand techniques for selling at trade fairs and exhibitions	3.1 Describe how displays are arranged and presented to attract potential customers 3.2 Describe techniques for engaging potential customers' attention quickly 3.3 Explain how sales lead information is identified, captured and followed up 3.4 Explain how to adapt sales techniques to suit the environment of trade fairs and exhibitions 3.5 Explain the importance of post-event follow up with potential customers

Additional information

N/A

Unit aim (s)	This unit concerns understanding the basis for deciding whether to participate in trade fairs and exhibitions, how to prepare for trade fairs and exhibitions and techniques for selling at trade fairs and exhibitions.
Assessment requirements specified by a sector or regulatory body (if appropriate)	N/A
Details of the relationship of the unit and relevant national occupational standards	N/A

Title:	J/502/8224 Customer service in sales
Level:	2
Credit Value:	3
GLH:	25

Learning Outcomes The learner will:	Assessment Criteria The learner can:
1. Understand how to build long term relationships with customers	1.1 Describe customers' needs, wants and expectations 1.2 Explain the importance of balancing customers' needs with organisational sales strategies and resource requirements 1.3 Describe the basis on which relationships with customers are managed 1.4 Explain the importance of negotiating mutually beneficial sales solutions 1.5 Explain the role of customer feedback in enhancing relationships and profitability 1.6 Describe the importance of customers' experiences in developing long term relationships
2. Understand approaches to managing customer accounts	2.1 Describe the role of key customer teams 2.2 Explain how to develop customer care programmes 2.3 Explain the role of IT in managing customer accounts 2.4 Explain the importance of effective communication channels to support customer relationships
3. Understand the importance of customer loyalty	3.1 Explain the relationship between customer loyalty and sales performance 3.2 Describe the factors affecting the attraction and retention of customer loyalty

	3.3 Describe the advantages and disadvantages of different methods of enhancing customer loyalty 3.4 Explain the importance of reviewing customers' experiences as a means of improving the service offer
4. Understand the importance of the brand and organisational reputation	4.1 Describe the way in which customers' perceptions of organisations and their products and/or services influence buying decisions 4.2 Explain the link between customers' previous experiences and their future likely buying intentions 4.3 Explain how the presentation of products and/or services affects the perception of organisations
5. Understand how to meet the customers' after sales service needs	5.1 Explain how to ascertain customers' likely after sales needs 5.2 Describe how to balance customers' needs with those of an organisation 5.3 Explain the importance of fulfilling commitments made to customers in accordance with organisational quality, customer service standards and legislative requirements 5.4 Explain the importance of keeping sales records up to date 5.5 Explain the purpose of reviewing the quality and effectiveness of after sales service provision against customer feedback 5.6 Describe how and when to negotiate alternatives, discounts and special offers in order to maintain the customer's loyalty
Additional information **N/A**	

Unit aim (s)	This unit concerns understanding how to build long term relationships with customers, approaches to managing customer accounts, the importance of customer loyalty, the brand and organisational reputation and how to meet the customers' after sales service needs.
Assessment requirements specified by a sector or regulatory body (if appropriate)	N/A
Details of the relationship of the unit and relevant national occupational standards	N/A

Title:	F/502/8223 Understanding the relationship between sales and marketing
Level:	3
Credit Value:	3
GLH:	21
Learning Outcomes The learner will:	Assessment Criteria The learner can:
1. Understand the impact of different organisational structures on sales and marketing functions	1.1 Describe the features of different organisational structures 1.2 Explain the effect of different organisational structures on sales and marketing functions and their performance
2. Understand the interface between sales and marketing functions	2.1 Explain the role and responsibilities of sales personnel 2.2 Explain the role and responsibilities of marketing personnel 2.3 Describe areas of synergy between the sales and marketing functions 2.4 Describe the benefits of collaborative working to the performance of an organisation 2.5 Explain potential causes of friction between the sales and marketing functions 2.6 Describe mutually acceptable solutions to identified sources of friction
3. Understand the impact of sales and marketing on product development processes	3.1 Describe the product development process 3.2 Explain the role of sales and marketing in the product development process 3.3 Explain the market features and trends relating to a product or service 3.4 Describe the characteristics and benefits of a product or service 3.5 Explain the wants and needs of an organisation's customer base 3.6 Describe how to prepare a business case for a product or service

	3.7 Describe how to forecast sales of a product or service 3.8 Explain the importance and use of customer feedback in relation to product development
Additional information N/A	
Unit aim (s)	This unit concerns understanding the impact of different organisational structures on sales and marketing functions, the interface between sales and marketing functions and product development processes.
Assessment requirements specified by a sector or regulatory body (if appropriate)	N/A
Details of the relationship of the unit and relevant national occupational standards	N/A

Title:	Y/502/8227 Principles of online selling
Level:	3
Credit Value:	3
GLH:	24

Learning Outcomes The learner will:	Assessment Criteria The learner can:
1. Understand how to plan online selling	1.1 Describe the characteristics of online selling 1.2 Describe how online selling fits into an overall sales and marketing strategy 1.3 Explain the requirements of multiple media to be used 1.4 Explain the strengths and limitations of different types of software used for online selling 1.5 Describe the use of click-through tracking and cookies as a means of contributing to enhanced sales performance 1.6 Explain how to deal with "undeliverables" and other systems failures
2. Understand implementation issues in online selling	2.1 Explain the criteria for acquiring targets lists and databases 2.2 Explain the way in which media are selected to optimise sales 2.3 Describe the way in which sales/marketing messages are developed to engage customers 2.4 Describe the media through which sales/marketing messages are communicated to reach potential customers
3. Understand evaluation processes for online selling	3.1 Explain how the success of online selling is measured 3.2 Explain the importance of cleansing data and the consequences of not doing so 3.3 Explain the value of customer feedback from online selling in improving future activities

Additional information	
N/A	
Unit aim (s)	This unit concerns understanding how to plan online selling, implementation issues and evaluation processes for online selling.
Assessment requirements specified by a sector or regulatory body (if appropriate)	
Details of the relationship of the unit and relevant national occupational standards	

Title:	H/502/8232 Understanding customers' creditworthiness for sales purposes
Level:	3
Credit Value:	2
GLH	16
Learning Outcomes **The learner will;**	**Assessment Criteria** **The learner can;**
1. Understand the process of assessing customers' creditworthiness	1.1 Explain the legal and regulatory requirements relevant to obtaining finance for customers 1.2 Explain the basis for calculating customers' borrowing needs 1.3 Explain the features and requirements of different sources of finance (e.g. hire purchase, bank loans, leasing) 1.4 Describe the information needed to be able to carry out credit searches 1.5 Explain the process for setting credit limits on customers 1.6 Describe the requirements of financial checks through banks, credit rating agencies and supplier references 1.7 Explain the actions to be taken if credit searches' findings are negative 1.8 Explain where to refer customers for financial assessment and/or advice
2. Understand how customers' ongoing credit status is monitored	2.1 Explain the importance of formal agreements with customers 2.2 Describe the different criteria customers' accounts are monitored against 2.3 Explain the actions to be taken with regard to changes in credit limits, spending patterns and the status of customer accounts

Additional information

N/A

Unit aim (s)	This unit concerns understanding the process of assessing customers' credit status and how customers' ongoing credit status is monitored.
Assessment requirements specified by a sector or regulatory body (if appropriate)	N/A
Details of the relationship of the unit and relevant national occupational standards	N/A

Title:	M/502/8234 Competitor analysis in the sales environment
Level:	3
Credit Value:	2
GLH:	20
Learning Outcomes **The learner will:**	**Assessment Criteria** **The learner can:**
1. Understand the use of sales-related information	1.1 Describe how sales-related information is used to enhance sales performance (markets, volume, mix and value) 1.2 Explain the benefits and risks of using different sources of sales-related information
2. Understand the collection and storage requirements of sales-related information	2.1 Describe the advantages and disadvantages of different systems to gather sales-related information 2.2 Explain the importance of safe, secure and accessible data storage 2.3 Explain the importance of ensuring the currency and accuracy of sales-related information 2.4 Explain how to validate the sales-related information collected
3. Understand the use of tools and methods for analysing quantitative and qualitative sales-related information	3.1 Explain the use, strengths and limitations of different analytical software packages 3.2 Explain the differences between primary and secondary data 3.3 Describe the criteria against which competitor information is analysed and evaluated 3.4 Explain how to identify trends in sales- and competitor-related information 3.5 Describe the formats for presenting the analysis of sales-related information
4. Understand how the results of competitor analysis are used	4.1 Explain the findings of competitor analysis on sales potential and performance

	4.2 Describe the impact of competitor activity on sales activities and plans 4.3 Explain the use of competitor information in the formulation of sales proposals 4.4 Explain who needs to know about competitor activity and why

Additional information

N/A

Unit aim (s)	This unit concerns understanding the use of sales-related information, collection and storage requirements, the use of tools and methods for analysing quantitative and qualitative sales-related information and how the results of competitor analysis is used.
Assessment requirements specified by a sector or regulatory body (if appropriate)	N/A
Details of the relationship of the unit and relevant national occupational standards	N/A