

## Higher National Unit Specification

### General information for centres

**Unit title:** Printing Industry: Sales

**Unit code:** F0PL 34

**Unit purpose:** This Unit is designed to enable the candidate to evaluate the methods and techniques used in print sales. It is suited to candidates who expect to follow a career in the print industry.

On completion of the Unit the candidate should be able to:

- 1 Describe the role of the sales function within the printing industry.
- 2 Evaluate print sales techniques.
- 3 Describe the role of sales staff in a printing company.

**Credit points and level:** 1 HN Credit at SCQF level 7: (8 SCQF credit points at SCQF level 7\*)

*\*SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

**Recommended prior knowledge and skills:** Access to this Unit is at the discretion of the centre. Candidates should have knowledge of printing or a related printing industry. This could be demonstrated by the completion of the HN Unit *Printing Production Processes* at SCQF level 7, an equivalent qualification or relevant work experience.

**Core Skills:** There are opportunities to develop the Core Skill of Working with Others at SCQF level 5 in this Unit, although there is no automatic certification of Core Skills or Core Skills components.

**Context for delivery:** If this Unit is delivered as part of a Group Award, it is recommended that it should be taught and assessed within the subject area of the Group Award to which it contributes.

**Assessment:** Candidates could be presented with a case study, which would give sufficient information on a printing organisation to enable all three Outcomes to be assessed within the same context.

- ◆ Outcome 1 requires the candidate to describe the role of sales within the printing industry.
- ◆ Outcome 2 requires the candidate to evaluate print sales techniques.
- ◆ Outcome 3 requires the candidate to describe the role of sales staff in a printing company.

## **Higher National Unit specification: statement of standards**

**Unit title:** Printing Industry: Sales

**Unit code:** FOPL 34

The sections of the Unit stating the Outcomes, knowledge and/or skills, and evidence requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the knowledge and/or skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

### **Outcome 1**

Describe the role of the sales function within the printing industry

#### **Knowledge and/or skills**

- ◆ Sales responsibilities
- ◆ Sales objectives
- ◆ Sales territories
- ◆ Sales prospecting
- ◆ Sales support
- ◆ Product knowledge
- ◆ Sales integrity

#### **Evidence Requirements**

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can describe the role of sales within the printing industry. The description should include an outline of responsibilities, likely objectives, the relevance of territories, the role of prospecting, the importance of sales support, product knowledge and sales integrity.

This assessment will be completed under open-book unsupervised conditions.

#### **Assessment guidelines**

The assessment for this Outcome could be a case study of a particular printing organisation and the candidate could be asked to describe the role of the above knowledge and skills items in the sales function. The evidence could be presented orally or in a portfolio.

For additional guidance see Outcome 3.

### **Outcome 2**

Evaluate print sales techniques

## Higher National Unit specification: statement of standards (cont)

**Unit title:** Printing Industry: Sales

### Knowledge and/or skills

- ◆ Sales forecasting
- ◆ Sales planning
- ◆ Research
- ◆ Sales team motivation

### Evidence Requirements

Candidates will need to provide evidence to demonstrate their knowledge and skills by showing that they can evaluate print sales techniques. This evaluation should include appropriate sales forecasting techniques, appropriate sales planning techniques, recommended research methods and recommended ways of motivating a sales team.

This assessment will be completed under open-book, unsupervised conditions.

### Assessment guidelines

For additional guidance see Outcome 3.

## Outcome 3

Describe the role sales staff in a printing company

### Knowledge and/or skills

- ◆ Communication with customers
- ◆ Organisational and consumer print buying
- ◆ Sales function within the print industry
- ◆ Relationships — internal and external
- ◆ Methods of increasing customer base

### Evidence Requirements

Candidates will need to provide evidence to demonstrate their knowledge and skills by showing that they can identify and describe the role of printing industry sales staff relative to customers both internal and external.

This evidence should include an accurate evaluation of communications and relationships with customers, a description of the sales function within the print industry and proposals for increasing external customer base.

### Assessment guidelines

Candidates could be presented with a case study, which would give sufficient information on a printing organisation to enable all three Outcomes to be assessed within the same context.

## Administrative Information

**Unit code:** F0PL 34  
**Unit title:** Printing Industry: Sales  
**Superclass category:** BE  
**Original date of publication:** October 2006  
**Version:** 01

### History of Changes:

Version	Description of change	Date

**Source:** SQA

© Scottish Qualifications Authority 2006

This publication may be reproduced in whole or in part for educational purposes provided that no profit is derived from reproduction and that, if reproduced in part, the source is acknowledged.

SQA acknowledges the valuable contribution that Scotland's colleges have made to the development of Higher National qualifications.

Additional copies of this Unit specification can be purchased from the Scottish Qualifications Authority. Please contact the Customer Contact Centre for further details, telephone 0845 279 1000.

## Higher National Unit specification: support notes

### Unit title: Printing Industry: Sales

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

### Guidance on the content and context for this Unit

This Unit was developed for the HNC/HND Printing, where it is an optional Unit. It is intended for those who are taking a qualification in printing at Higher National level or those who have prior knowledge of printing production processes or who have experience in related fields and wish to further their knowledge and experience in print industry sales. It provides candidates with an underpinning knowledge of sales techniques practiced in the printing industry and related fields.

#### Outcome 1

Identify the role of sales within the printing industry covering:

- ◆ Sales responsibilities
- ◆ Sales objectives
- ◆ Sales territories
- ◆ Sales prospecting
- ◆ Sales support
- ◆ Product knowledge
- ◆ Sales integrity

#### Outcome 2

This will include:

- ◆ Sales forecasting: turnover prediction, annual, quarterly, monthly. Sales targets based on past performance. PEST analysis relative to print sales.
- ◆ Sales planning: customer contacts, existing and prospective customers, maintaining records.
- ◆ Sales research: identification of future markets and trends, identification of customer requirements, awareness of future print projects, marketing print.
- ◆ Sales team motivation: intrinsic, inducements, bonuses, events.
- ◆ Relationships: with customers, with management, with company administration staff, with company production staff.

#### Outcome 3

This will include:

- ◆ Communication with customers: meetings, face to face, e-mail, telephone, fax, electronic methods, customer interface with company MIS, social skills, social events, servicing customer accounts, maintenance of records and customer profiles.
- ◆ Organisational and consumer print buying: range of organisations and print buying requirements including; business stationary, advertising, packaging, standard pricing, design and print.
- ◆ Sales function within the print industry:

## Higher National Unit specification: support notes (cont)

### Unit title: Printing Industry: Sales

- ◆ Internal sales staff: customer enquiries, liaison with estimating staff, scheduling staff, trade services and suppliers.
- ◆ External sales staff: client maintenance schedules, client appointments, diary maintenance, provision of print samples, product advice, development of customer relationship, follow up calls, cold calls.

### Guidance on the delivery and assessment of this Unit

The following notes give some additional information on each outcome. The delivery may include: presentations, case studies, role play, lectures and industrial visits to provide a wide variety of experiences for students participating in this unit. As the core skill Working with Others is signposted in this Unit, tutors should utilise the opportunities indicated to reinforce the importance to team working within the sales setting. Formative work on team building techniques for sales staff should be undertaken where practical.

#### Outcome 1

Delivery of Outcome 1 could be based on a discussion relative to the nature and role of selling, types of selling, organisational and consumer buying, the role of sales in the printing industry.

The printing industry has special requirements of selling a largely bespoke product. This imposes the need for sales staff to have a high degree of technical knowledge, together with the ability to provide the necessary customer information to print estimating staff.

Discussion should take place of the range of specialist types of work which may be undertaken and the sales advantages of explaining these to customers. The discussion may include: suitability of plant, production staff experience, quality of work, lead times, dependability, customer support, provision of total solutions.

#### Outcome 2

Candidates will be provided with information to evaluate the techniques of print sales. This will include the content detailed in content and context.

Group discussion may form a part of the delivery for this Outcome.

#### Outcome 3

It is envisaged that candidates will be given a complex case study which could be in three separate parts or be one large narrative. This should centre around one organisation and the candidates should be able to identify and describe the role of the sales team within this print organisation.

Group discussion may form a part of the delivery for this Outcome.

## **Higher National Unit specification: support notes (cont)**

**Unit title:** Printing Industry: Sales

### *Opportunities for developing Core Skills*

This Unit offers opportunities to further develop and extend the core skills, Working with Others at SCQF Level 5. In particular group working and discussion in at least some of the areas of: sales responsibilities, sales objectives, sales territories, sales prospecting, sales support, product knowledge, sales integrity, sales forecasting, sales planning, sales research, motivation, relationships, team building, sales responsibilities, sales objectives, sales territory, sales prospecting, sales support, product knowledge, sales integrity.

### **Open learning**

This Unit is suited to delivery by open learning provided that the candidate has access to print companies and sales departments within these companies. The candidate attending college will have the advantage of involvement with presentations, the opportunity of group dynamics and question and answer sessions.

If this Unit is delivered by open learning, authentication should be part of the assessment process. Candidates could be questioned on written submissions or could be asked to do supervised write-ups of submissions. Alternatively assessments could be set within the college. Those undertaking this Unit on an open learning basis may not have the opportunity to extend their Core Skills in Working with Others.

For further information and advice, please see the SQA guide, *Assessment and Quality Assurance of Open and Distance Learning* ([www.sqa.org.uk](http://www.sqa.org.uk)).

### **Candidates with disabilities and/or additional support needs**

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments or considering alternative Outcomes for Units. For information on these, please refer to the SQA document *Guidance on Alternative Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs*, which is available on SQA's website: [www.sqa.org.uk](http://www.sqa.org.uk).

## **General information for candidates**

### **Unit title:** Printing Industry: Sales

This Unit is designed to enable you to develop the skills and techniques required to understand, evaluate and identify the role of internal and external sales staff in printing and related fields. It identifies the major role of sales persons in printing and their link to customers and consumers in providing quality products in the market place. Motivation, presentation, research and product knowledge along with sales honesty are identified in the presentation and delivery of this Unit.

Group interaction and discussion and the development of the interpersonal skills of meeting people and discussing their needs are a major aspect of this Unit.

This Unit is likely to be assessed using case study material, which will enable you to look at the sales function within a specific printing organisation.

If you undertake this Unit you are likely to develop your skills in Working with Others.