

Unit PPL2GEN8 (HL20 04) Promote Additional Services or Products to Customers

I confirm that the evidence detailed in this unit is my own work.

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| **Candidate’s name** |  | **Candidate’s signature** |  | **Date** |
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I confirm that the candidate has achieved all the requirements of this unit.

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| **Assessor’s name** |  | **Assessor’s signature** |  | **Date** |
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| **Countersigning — Assessor’s name****(if applicable)** |  | **Countersigning — Assessor’s signature****(if applicable)** |  | **Date** |
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I confirm that the candidate’s sampled work meets the standards specified for this unit and may be presented for external verification.

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| **Internal verifier’s name** |  | **Internal verifier’s signature** |  | **Date** |
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| **Countersigning — Internal verifier’s name****(if applicable)** |  | **Countersigning — Internal verifier’s signature****(if applicable)** |  | **Date** |
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| **External Verifier’s initials and date (if sampled)** |  |

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| **Unit overview** |
| Services or products are continually changing in organisations to keep up with customers' expectations. By offering new or improved services or products your organisation can increase customer satisfaction. Many organisations must promote these to be able to survive in a competitive world. |

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| **Sufficiency of evidence** |
| There must be sufficient evidence to ensure that the candidate can consistently achieve the required standard over a period of time in the workplace or approved realistic working environment. |

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| **Performance criteria** |
| **You must do:** |
| There must be evidence for all Performance Criteria (PC). The assessor **must** assess PCs 1, 3-8, 11 and 12 by directly observing the candidate’s work.PCs 2, 9, 10 and 13 may be assessed by alternative methods if observation is not possible. |
| **Identify additional services or products that are available****1 Update and develop your knowledge of your organisation's services or products.**2 Check with others when you are unsure about new service or product details.**3 Identify appropriate services or products that may interest your customer.****4 Spot opportunities for offering your customer additional services or products that will improve their customer experience.****Inform customers about additional services or products****5 Choose the best time to inform your customer about additional services or products.****6 Choose the best method of communication to introduce your customer to additional services or products.****7 Give your customer accurate and sufficient information to enable them to make a decision about the additional services or products.****8 Give your customer time to ask questions about the additional services or products.****Gain customer commitment to using additional services or products**9 Close the conversation if your customer shows no interest.10 Give information to move the situation forward when your customer shows interest.**11 Secure customer agreement and check customer understanding of the delivery of the service or product.****12 Ensure prompt delivery of the additional services or products to your customer.**13 Refer your customer to others or to alternative sources of information, if the additional services or products are not your responsibility. |

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| **Evidence reference** | **Evidence description** | **Date** | **Performance criteria** |
| **What you must do** |
|
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** | **12** | **13** |
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| **Knowledge and understanding** | **Evidence reference****and date** |
| **What you must know and understand** |
| For those knowledge statements that relate to **how** the candidate should do something, the assessor may be able to infer that the candidate has the necessary knowledge from observing their performance or checking products of their work. In **all** other cases, evidence of the candidate’s knowledge and understanding must be gathered by alternative methods of assessment (eg oral or written questioning). |
| 1 | Your organisation's procedures and systems for encouraging the use of additional services or products. |  |
| 2 | Your organisation’s policy on using social media and networking sites to promote additional products and services. |  |
| 3 | How additional services or products will benefit your customers. |  |
| 4 | How your customer's use of additional services or products will benefit your organisation. |  |
| 5 | The main factors that influence customers to use your services or products. |  |
| 6 | How to introduce additional services or products to customers, outlining their benefits, overcoming reservations and agreeing to provide the additional services or products. |  |
| 7 | How to give appropriate, balanced information to customers about services or products. |  |

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# Supplementary evidence

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| **Evidence** | **Date** |
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| **Assessor feedback on completion of the unit** |
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