

# SFS SYS 16 (SQA Unit Code - H4H2 04)

## Negotiate sales of electronic security systems



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### Overview

This NOS sets out the skills, knowledge and understanding for you to negotiate sales of electronic security systems, from preparation to agreeing terms of sales.

This NOS covers the following activities:

1. Prepare to negotiate sales
2. Prepare sales proposals
3. Negotiate and agree terms of sales

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### Performance criteria

#### Prepare to negotiate sales

*You must be able to:*

- P1 confirm the roles and levels of responsibility of customers representatives with whom you will negotiate sales
- P2 confirm you have sufficient and correct customer information to enable you to prepare and negotiate proposals that have the potential to result in sales
- P3 make sure the objectives for the outcomes of your sales negotiations are clear and comply with your organisation's requirements
- P4 decide the negotiating areas where concessions could be made to encourage your customers to purchase
- P5 confirm the availability of resources that you need for negotiating sales, including backups and alternatives
- P6 decide on negotiating strategies that are definite and have the potential for successful sales
- P7 comply with legal, regulatory and your organisation's requirements for advance proposals made to customers
- P8 confirm that you have sufficient and correct system information specific to the project you are to negotiate

#### Prepare sales proposals

*You must be able to:*

- P9 prepare proposals that meet your customers' requirements for systems and also support your organisation's sales objectives
- P10 get agreement for concessions where necessary before negotiating sales
- P11 provide full and accurate details of how your proposals will meet your customers' stated requirements
- P12 anticipate and prepare for any negotiating areas where concessions could be made to encourage your customers to purchase
- P13 anticipate and prepare for any areas where your proposals do not match your customers' requirements, or where there might be customer resistance
- P14 make sure that your proposals meet current relevant legislation and regulatory requirements and comply with the relevant codes of practice
- P15 prepare sales proposals in formats that are appropriate for their purpose

#### Negotiate and agree terms of sales

*You must be able to:*

- P16 have all the relevant information that you need to negotiate sales of systems
- P17 carry out sales negotiations in a manner that enhances the image of your organisation and promotes goodwill with customers
- P18 provide sales information to customers clearly, accurately and fully
- P19 respond to customers' queries, resistance or objections positively and in

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- a manner that helps customers to understand your proposals
- P20 recognise situations where customers' stated requirements have changed and respond in a manner that does not compromise your organisation
- P21 use negotiating strategies that are definite and have the potential for meeting your sales objectives
- P22 reach agreements on the supply of systems or services to the mutual satisfaction of your customers and your organisation
- P23 record the outcomes of your negotiations accurately, fully and in line with your organisation's requirements, particularly relating to confidentiality
- P24 pass on the details of sales negotiations to the relevant person and within required timescales

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### Knowledge and understanding

*You need to know and understand:*

### Legal and Organisational requirements

- K1 current relevant legislation, regulations, standards and codes of practice relating to advance proposals to customers, as well as those of your organisation
- K2 your organisation's procedures and policies for making sales proposals, including levels of authority for concessions and related negotiating factors
- K3 current relevant legislation, regulations, standards and codes of practice relating to the installation and operation of systems
- K4 your organisation's procedures and policies for negotiating sales, including levels of authority for concessions and related negotiating factors
- K5 current relevant legislation, regulations, standards and codes of practice relating to negotiating the sale of systems and their maintenance

### Prepare to negotiate sales

*You need to know and understand:*

- K6 how to confirm the roles and responsibilities of those with whom you negotiate sales, and why this is important
- K7 how to identify your customers' main requirements
- K8 why it is helpful to have additional information about your customers, particularly their negotiating position, where to get this information and how to use it in your negotiations
- K9 how to evaluate the potential of sales and develop strategies to support successful negotiations
- K10 the limits of your authorities in deciding what concessions you can make, and where you get other authorisation when necessary
- K11 how to decide what resources you could use in your negotiations and how to arrange their availability

### Prepare sales proposals

*You need to know and understand:*

- K12 the performance, costs, limitations and availability of systems, equipment and components that you could specify in your proposals
- K13 how to prepare sales proposals that contribute to successful sales of systems or services
- K14 why it is important to be prepared and able to deal effectively with customers' potential queries, resistance or objections during sales negotiations
- K15 how to communicate and work with other people

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### Negotiate and agree terms of sales

*You need to know and understand:*

- K16 the negotiating skills required to sell
- K17 how to encourage customers to commit to making purchases
- K18 how to create conditions for successful sales, particularly in satisfying the needs of your customers and your organisation
- K19 how to recognise and resolve potential barriers to completing successful sales
- K20 what details of negotiations you must record, how they should be recorded and on to whom they should be passed

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### Glossary

In these National Occupational Standards;

**negotiating areas:** system specification; price; delivery; terms of payment; after sales service

**resources:** audio-visual aids; handouts; product samples; colleagues

**sales information** related to: system specification; price; delivery; terms of payment; after sales service

**systems:** a set of components working together as an interconnecting network. For example (but not exhaustive) new installations; extensions; modifications

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