



Higher National Unit Specification

General information for centres

Unit title: Principles and Practices of Selling

Unit code: DG6W 34

Unit purpose: The Unit is designed to enable the candidate to understand the role of personal selling in different types of organisations, business to business and business to customer.

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

1. Understand the role of selling in different types of organisations.
2. Prepare and carry out a sales presentation.

Credit value: 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, but it would be beneficial if the candidate had competence in communications and basic marketing concepts. This may be demonstrated by possession of

- ◆ Communications skills at SCQF level 5

Core skills: There may be opportunities to gather evidence towards core skills 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. This Unit may also be offered as part of other Higher National Programmes.

Assessment: This Unit may be assessed by a single integrated assessment that will cover the preparation and performance of a sales presentation. The assessment will require the candidates to relate theoretical selling concepts to the practical sales presentation.

Higher National Unit specification: statement of standards

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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

Understand the role of selling in different types of organisations

Knowledge and/or skills

- ◆ Elements of the promotional mix
- ◆ The role of selling
- ◆ The various stages of the selling process

Evidence requirements

To achieve this Outcome candidates must provide evidence which demonstrates their knowledge and/or skills by showing that they can explain the role of selling in different markets and can demonstrate the stages of the sales process by:

- ◆ explaining the elements of the promotional mix
- ◆ explaining the role of selling in the promotional mix for both business to business and business to consumer
- ◆ explaining the key stages in the sales process

Higher National Unit specification: statement of standards (cont)

Unit title: Principles and Practices of Selling

Assessment guidelines

Assessment can take a variety of forms eg short response questions, set of structure notes or briefing. Alternatively, it could be integrated with Outcome 2 in the form of support notes for a sales presentation which covers all evidence requirements.

Outcome 2

Prepare and carry out a sales presentation

Knowledge and/or skills

- ◆ Preparation for a successful sales presentation
- ◆ Delivery of an appropriate sales presentation

Evidence requirements

To achieve this Outcome candidates must provide evidence which demonstrates their knowledge and/or skills by showing that they can:

- ◆ prepare suitable material for a successful sales presentation
- ◆ establish the needs of the customer and relate these needs to the product/service being sold
- ◆ clearly identify the features and benefits of the product/service being sold
- ◆ deal effectively with any objections
- ◆ negotiate on issues that might affect a sale
- ◆ close the sale and identify a clear follow-up procedure

The assessment for this Outcome must take the form of a sales presentation and include candidate notes covering all evidence requirements.

Assessment guidelines

The candidate will be required to provide evidence that he/she can formulate and carry out a successful sales presentation, based on the stages of the selling process identified in Outcome 1. The candidate should select the same organisation from Outcome 1 upon which to base this assessment.

This assessment can be assessed by a tutor observation checklist, supported by the candidate's preparation and presentation notes of the sales presentation to ensure all aspects of the evidence requirements have been covered.

Administrative Information

Unit code: DG6W 34

Unit title: Principles and Practices of Selling

Superclass category: BE

Date of publication: August 2004

Version: 03 (August 2013)

History of changes:

Version	Description of change	Date
03	Removal of phrase “to an organisation” in title of Outcome 2. Assessment guidance and information for candidates amended accordingly.	12/08/13
02	Improved wording of evidence requirements and assessment guidance to assist centres. Candidate’s notes amended accordingly.	26/07/12

Source: SQA

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Higher National Unit specification: support notes

Unit title: Principles and Practices of Selling

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 is intended for candidates who wish to pursue a career in personal selling and who are taking a qualification at HNC/D Marketing, either in a full or part time basis. It would be delivered in year one of a programme. It can be offered as a free-standing Unit as it is not dependent on any previous or wider sales knowledge. It may also be undertaken by candidates who wish knowledge and understanding of personal selling as part of another HNC/D framework or Group Award

Guidance on the delivery and assessment of this Unit

The following notes give additional information on each Outcome

Outcome 1:

- ◆ Use of promotional mix including:
 - use of advertising
 - sales promotion
 - personal selling
 - public relations
 - direct Marketing

- ◆ Role of selling to both:
 - business to business
 - business to customer

- Stages of the selling process including:
 - opening
 - need and problem identification
 - presentation and demonstration
 - dealing with objections
 - negotiations
 - close and follow-up

Higher National Unit specification: support notes

Unit title: Principles and Practices of Selling

Outcome 2

- ◆ Preparation for sales presentation:
 - establishment of scenario and the context in which the sales presentation will take place
- ◆ Delivery of the sales presentation:
 - demonstrate the stages of the sales process by carrying out a sales presentation for a specific scenario, detailed in Outcome 1

Visiting speakers from sales profession would be beneficial to candidates.

Assessment Guidance

This Unit may be assessed by either:

A single assignment involving the preparation and delivery of a sales presentation which covers the evidence requirements of both Outcomes. This can be based on a case study or other stimulus materials

or

two assessments with the first covering the role of selling in different types of organisations (including the key stages in the sales process); the second covering the preparation and delivery of a sales presentation.

Open learning

The Unit could be delivered by open or flexible learning. However, arrangements would have to be made to ensure that assessment was delivered in a supervised environment under controlled conditions. For further information and advice please refer to the SQA document *Assessment and Quality Assurance for Open and Distance Learning (SQA, February 2001 — publication code A1030)*.

Disabled candidates and/or those with additional support needs

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering whether any reasonable adjustments may be required. Further advice can be found on our website

www.sqa.org.uk/assessmentarrangements

General information for candidates

Unit title: Principles and Practices of Selling

This Unit introduces you to the basic concepts of personal selling in various situations, leading to a practical demonstration of a sales presentation.

You will consider:

- ◆ The role of selling in different types of organisation business to business and business to consumer
- ◆ The role of personal selling in the promotional mix

The unit leads to a practical application and demonstration of selling techniques.

Throughout the Unit you will be encouraged to relate sales theory to specific types of organisations and to specific business situations.

On completion of the Unit, you will understand the role of selling and be able to prepare and carry out a sales presentation.

The Unit can be assessed by a one single assessment ie an assignment involving the preparation and delivery of a sales presentation, based on a case study or other stimulus material; or alternatively two assessments eg the first one covering the role of selling in different types of organisations and the second preparing and delivering a sales presentation.