



Higher National Unit Specification

General information

Unit title: Professional Sales: Principles and Practice (SCQF level 8)

Unit code: HW05 35

Superclass: BA

Publication date: November 2017

Source: Scottish Qualifications Authority

Version: 02

Unit purpose

The unit is designed to provide an overview of the sales function and its importance in business, the differences in selling business to consumer (B2C) and business to business (B2B), sales management processes and latest sales tools and techniques used in business.

Outcomes

On successful completion of the unit the learner will be able to:

- 1 Explain the role of sales and its importance to an organisation.
- 2 Research and analyse detailed requirements of a sales prospect.
- 3 Deliver a business to business sales presentation.

Credit points and level

1 Higher National Unit credit at SCQF level 8: (7 SCQF credit points at SCQF level 8)

Recommended entry to the unit

Access to this unit is at the discretion of the centre, but it would be beneficial if the learner had competence in communications and basic marketing concepts. This may be demonstrated by possession of Core Skill *Communications* at SCQF level 6 and *Marketing: An Introduction* at SCQF level 7 or equivalent.

Higher National Unit Specification: General information (cont)

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Core Skills

Achievement of this Unit gives automatic certification of the following:

Complete Core Skill	Problem Solving at SCQF level 6 Information and Communication Technology at SCQF level 6
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Core Skill component	None
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Opportunities to develop aspects of Core Skills are highlighted in the Support Notes for this Unit specification.

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.

Equality and inclusion

This unit specification has been designed to ensure that there are no unnecessary barriers to learning or assessment. The individual needs of learners should be taken into account when planning learning experiences, selecting assessment methods or considering alternative evidence.

Further advice can be found on our website www.sqa.org.uk/assessmentarrangements.

Higher National Unit Specification: Statement of standards

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Acceptable performance in this unit will be the satisfactory achievement of the standards set out in this part of the unit specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

Outcome 1

Explain the role of sales and its importance to an organisation.

Knowledge and/or skills

- ◆ Role of sales in an organisation
- ◆ Differences between sales to business to business (B2B) and business to consumer (B2C)
- ◆ Stages of the selling process
- ◆ Generating sales leads and impact of contemporary social media selling methods
- ◆ Performance indicators
- ◆ Sales technology and customer relationship management (CRM) systems

Outcome 2

Research and analyse detailed requirements of a sales prospect.

Knowledge and/or skills

- ◆ Decision making and decision makers (DMU)
- ◆ Requirements of a sales prospect
- ◆ Target market
- ◆ Market trends
- ◆ Features and benefits of products and services

Outcome 3

Deliver a business to business sales presentation.

Knowledge and/or skills

- ◆ Preparation for a sales presentation
- ◆ Non-verbal communication skills and building rapport
- ◆ Delivery of a sales presentation
- ◆ Closing the deal and follow up

Higher National Unit Specification: Statement of standards (cont)

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Evidence requirements for this unit

Learners will need to provide evidence to demonstrate their knowledge and/or skills across all outcomes by showing that they can:

For Outcome 1 — explain the following:

- ◆ three key ways that sales impact on an organisation's success
- ◆ the difference between B2B and B2C sales
- ◆ the key stages of the sales process
- ◆ importance of a sales pipeline
- ◆ the use of sales targets and conversion rates
- ◆ the value of customer relationship management (CRM) systems to organisations

For Outcome 2 — research and develop a business prospect brief for an organisation, including the following:

- ◆ identification of decision maker (DMU)
- ◆ organisational needs
- ◆ justification of target market
- ◆ market trends influencing the prospect
- ◆ features and benefits of product/service

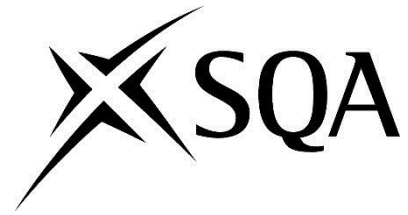
The organisation can be either selected by the learner or be one specified by the centre (either a real organisation or using case study materials). However, the organisation must be appropriate and enable the learner to cover all evidence requirements of Outcomes 2 and 3.

For Outcome 3 — based on the brief developed in Outcome 2, prepare and deliver suitable material for a sales presentation to a business buyer for an organisation, including the following:

- ◆ sales objectives for the sales presentation
- ◆ justification of the target market selected
- ◆ identification of customer needs — and relate these needs to the product/service being sold
- ◆ proposals of suitable product/service to meet prospect requirements
- ◆ clear identification of features and benefits of the product/service being sold
- ◆ dealing effectively with any objections
- ◆ negotiations on issues that might affect a sale
- ◆ closing the sale and identifying a clear follow-up procedure

The learner must build rapport with the business buyer and demonstrate appropriate non-verbal communication skills.

The assessment for Outcome 3 must take the form of a sales presentation and may include learner notes covering all evidence requirements. Assessment guidance for Outcomes 1 and 2 can be found in the support notes.



Higher National Unit Support Notes

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Unit support notes are offered as guidance and 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 learners who wish to pursue a career in sales and marketing - and who are taking a qualification at HND Marketing or related industry, either in a full or part time basis. 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 learners who wish knowledge and understanding of sales as part of another HNC/HND framework or group award such as business, etc.

In Outcome 1, learners will understand the importance of sales to an organisation and in the business world. The unit introduces learners to contemporary sales tools and terminology used in industry, the sales process and key differences in selling to consumer and businesses.

In Outcome 2, learners will create a brief for a business buyer so that they understand a buyer's requirements regarding the specifics of a product. This can be from a case study, eg Top Shop/Top Man, or from an organisation selected by the learner - but this has to be agreed by the tutor to ensure it is suitable to cover all evidence requirements of both Outcomes 2 and 3. Alternatively, tutors could provide a case study brief which learners use to create a detailed report.

In Outcome 3, learners will apply the learning from Outcomes 1 and 2. They research and then present a product to meet the specification of the buyer's brief (or learner's report) in Outcome 2, by preparing and carrying out a sales presentation.

Guidance on approaches to delivery of this unit

Where this unit is offered as part of a two-year HND award, it is recommended that it is delivered in Year 1.

For Outcome 1, learners should be encouraged to research examples of sales materials and contemporary sales techniques and terminology, including the impact of digital media on sales approaches. Learners should be introduced to the importance of sales to any organisation and differences between selling to businesses and consumers.

Higher National Unit Support Notes

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For Outcome 2, learners will produce a business buyer brief so that they can understand the role of a business buyer and their particular requirements including price, product specification, delivery, etc. Business buying mechanisms like invitations to tender and preferred supplier lists could be covered to introduce learners to the realities of professional business buying.

For Outcome 3, learners will prepare and deliver a presentation to meet the needs of the business buyer's brief. This will enable them to practice the knowledge acquired over Outcomes 1 and 2, and also demonstrate analysis, research and interpretation of a brief. They will also research and select an appropriate product/service to meet the needs of the prospect to secure a sale. This could be delivered individually or as group presentations or learners working in pairs. Learners could change roles for the purpose of assessment.

Guidance on approaches to assessment of this unit

Evidence can be generated using different types of assessment. The following are suggestions only. There may be other methods that would be more suitable to learners.

Centres are reminded that prior verification of centre-devised assessments would help to ensure that the national standard is being met. Where learners experience a range of assessment methods, this helps them to develop different skills that should be transferable to work or further and higher education.

Outcome 1 could be assessed by:

- ◆ in class open-book conditions with one A4 page of notes
- ◆ production of a report or response to questions

Outcome 2 could be assessed by:

- ◆ learners could create a brief on behalf of the business buyer or
- ◆ setting a brief for learners to produce a report/proposal to meet all requirements

This could be made more industry specific by:

- ◆ the introduction to a local business outlining their need for a new product or
- ◆ a case study using either a fictional organisation with their requirements or a brand known to learners, eg TopShop/Topman looking for a new fashion item or accessory to be presented as part of Outcome 3

Outcome 3 must be assessed by a sales presentation. This could be along the lines of:

- ◆ research, preparation and sales presentation to a business buyer by an individual learner or
- ◆ research, preparation and sales presentation to a business buyer by group of learners or
- ◆ research, preparation and sales presentation to a business buyer by learners working in pairs

Higher National Unit Support Notes (cont)

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Opportunities for e-assessment

E-assessment may be appropriate for some assessments in this unit. By e-assessment we mean assessment which is supported by Information and Communication Technology (ICT), such as e-testing or the use of e-portfolios or social software. Centres which wish to use e-assessment must ensure that the national standard is applied to all learner evidence and that conditions of assessment as specified in the evidence requirements are met, regardless of the mode of gathering evidence. The most up-to-date guidance on the use of e-assessment to support SQA's qualifications is available at www.sqa.org.uk/e-assessment.

Opportunities for developing Core and other essential skills

This Unit has the Core Skills of Problem Solving and Information and Communication Technology embedded in it. This means that when learners achieve the Unit, their Core Skills profile will also be updated to show they have achieved Problem Solving at SCQF level 6 and Information and Communication Technology at SCQF level 6.

Learners will develop all aspects of *Problem Solving*. They will analyse and reason to make decisions and develop a business brief in Outcome 2 and a product to meet the needs of the business buyer in Outcome 3. Learners also to plan, organise and complete the complex task of delivering a persuasive sales presentation to a buyer for an organisation. When developing their presentation, learners will analyse and seek solutions to a range of theoretical and practical problems, such as identification of customer needs — and relate these needs to the product/service being sold; clear identification of features and benefits of the product/service being sold. They also have to deal effectively with any objections and negotiate on issues that might affect a sale. As well as closing the sale, they are to identify a clear follow-up procedure.

Within this unit, learners will have many opportunities to access online a wide range of information professional sales such as the ways that sales impact on an organisation's success; the difference between B2B and B2C sales; key stages of the sales process; use of sales targets and conversion rates and the value of customer relationship management (CRM) systems to organisations. They will also consider the impact of contemporary social media selling methods and sales technology. They can also use a range of digital tools to present their evidence, eg presenting their product as part of their sales presentation.

Higher National Unit Support Notes (cont)

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Depending on the teaching, learning and assessment approaches adopted there are also opportunities to develop Core Skills as follows:

Communications: Components Oral Communication and Written Communication

For all outcomes, learners are expected to read and understand complex written information. Assessments for this unit can include a combination of written work and oral presentation, eg responses or report for Outcome 1, a buyer's brief for Outcome 2 and a formal sales presentation in Outcome 3, including dealing effectively with any objections and negotiations on issues that might affect a sale.

Working with Others

If learners work in pairs or in groups in Outcome 3, they will have the opportunity to Work Co-operatively with Others to plan and present their product.

History of changes to unit

Version	Description of change	Date
02	Core Skills of Problem Solving at SCQF level 6 and Information and Communication Technology at SCQF level 6 embedded.	24/11/2017

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General information for learners

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This section will help you decide whether this is the unit for you by explaining what the unit is about, what you should know or be able to do before you start, what you will need to do during the unit and opportunities for further learning and employment.

This is a stand-alone unit at SCQF level 8 and also included in a range of HN Marketing, Advertising and PR awards. It is for those studying marketing, sales, advertising and PR and would like to work in this type of area (or related area) in the future. Also achievement of this unit could help you with further study of sales and marketing at SCQF level 9 or above

This Unit introduces you to sales including contemporary sales practice, terminology, tools and techniques for business to business (B2B) and business to consumer (B2C) environments. You will then research and deliver a sales presentation to demonstrate the practical application of those tools and techniques.

You will consider:

- ◆ The role of sales in different types of organisation
- ◆ The differences between selling B2B and B2C
- ◆ Current sales tools and techniques used in business, eg sales pipelines.
- ◆ Managing the sales process
- ◆ The requirements of business buyers
- ◆ Customer Relationship Management (CRM) systems

The unit leads to a practical application and demonstration of sales techniques. Throughout the unit you will be encouraged to relate sales practice and terminology to specific types of organisations and to specific business situations.

On completion of the unit, you will understand sales, the role of business buyers, and be able to prepare and carry out a sales presentation, deal with objections and negotiate issues that could affect a sale.

Your tutor will explain exact assessment arrangements for this unit but it is likely to be along the lines of a combination of responses to questions; production of report(s); design of a buyer's brief; and the preparation and delivery of a sales presentation to a business buyer - based on a real organisation or case study materials, etc.

This Unit has the Core Skills of Problem Solving and Information and Communication Technology embedded in it, so when you achieve this Unit your Core Skills profile will be updated to show that you have achieved Problem Solving at SCQF level 6 and Information and Communication Technology at SCQF level 6.

In this unit, there are also opportunities to develop Core Skills in *Communication* and *Working with Others*, if you work in groups, eg perform a group sales presentation.