

## National Unit Specification: general information

<b>UNIT</b>	Selling Skills (Intermediate 1)
<b>CODE</b>	D0SF 10
<b>COURSE</b>	Scottish Progression Award in Tourism (Intermediate 1)

### SUMMARY

This Unit is one of the mandatory Units of the Intermediate 1 Scottish Progression Award (SPA) in Tourism. The Unit can also be taught as a stand alone Unit. Candidates studying this Unit will develop knowledge and skills of the sales process in a practical way.

The specific aims of the Unit are to develop:

- ◆ knowledge and understanding of a sales environment
- ◆ an understanding of how to recognise and respond to customer requests
- ◆ practical understanding and experience of the selling process

On completion of this Unit the candidate will be able to identify and meet the needs of customers in order to effectively sell a range of products/services to customers. Candidates who complete the SPA could go directly into employment in the travel and tourism sector or alternatively they could undertake further study linked to the travel and tourism sector including the Intermediate 2 Course in Travel in Tourism or Scottish Group Award at Intermediate 2 in Travel and Tourism.

### OUTCOMES

- 1 Demonstrate an understanding of the role and qualities needed by a sales person.
- 2 Meet the needs of customers in sales transactions.
- 3 Complete the processes involved in closing sales transactions.

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### Administrative Information

<b>Superclass:</b>	BE
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## **National Unit Specification: general information (cont)**

**UNIT**        Selling Skills (Intermediate 1)

### **RECOMMENDED ENTRY**

While entry is at the discretion of the centre, candidates would normally be expected to have attained one of the following, or equivalent:

- ◆ Basic Customer Service Skills (Intermediate 1)

### **CREDIT VALUE**

1 credit at Intermediate 1 (6 SCQF credit points at SCQF level 4\*)

*\*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*

### **CORE SKILLS**

There is no automatic certification of Core Skills or Core Skills components in this Unit.

## **National Unit Specification: statement of standards**

### **UNIT        Selling Skills (Intermediate 1)**

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 the Scottish Qualifications Authority.

#### **OUTCOME 1**

Demonstrate an understanding of the role and qualities needed of a sales person.

##### **Performance Criteria**

- (a) Briefly describe the role of a sales person.
- (b) List the qualities required of a sales person.
- (c) Explain the importance of good customer relations in sales.
- (d) Explain why it is important for a sales person to give good after sales service to all customers.

#### **OUTCOME 2**

Meet the needs of customers in sales transactions.

##### **Performance Criteria**

- (a) Demonstrate qualities required by the sales person.
- (b) Establish customer needs by listening, observing and questioning in a polite and appropriate manner.
- (c) Select products or services to meet the needs of customers.
- (d) Describe in an appropriate manner the features and benefits of these products or services appropriate to the customers needs.
- (e) Identify opportunities to increase sales as appropriate to customers needs.
- (f) Use effective verbal and non verbal communication skills effectively throughout the process.

#### **OUTCOME 3**

Complete the processes involved in closing sales transactions.

##### **Performance Criteria**

- (a) Use closing techniques to close the sale.
- (b) Establish how the customer wishes to pay for the product or service.
- (c) Conclude the transaction following appropriate security measures.
- (d) Provide after sales service appropriate to customer needs.

## **National Unit Specification: statement of standards**

### **UNIT        Selling Skills (Intermediate 1)**

#### **EVIDENCE REQUIREMENTS FOR THIS UNIT**

Written/oral evidence is required which demonstrates that candidates have achieved all Outcomes and Performance Criteria.

##### **Outcome 1**

Evidence for this Outcome should be gathered on a single assessment occasion, under closed book, supervised conditions. The assessment should be completed within a time limit of 15 minutes. Questions which may be short answer and/or restricted response should cover all Performance Criteria.

##### **Outcomes 2 and 3**

Performance evidence for Outcomes 2 and 3 should be gathered from two role play scenarios.

Each candidate will participate in two different role plays in the role of sales assistant. Each role-play will deal with a different type of customer; one role play must include dealing with a customer with additional needs, for example a mother with a baby, an elderly person, or a person with special dietary requirements.

In each role play, the candidate will need to demonstrate successfully meeting customer needs and completing the sales process. An assessor checklist should be completed for the role plays to record the candidate's performance in:

- ◆ presenting a well groomed image
- ◆ demonstrating a welcoming manner
- ◆ speaking clearly and courteously
- ◆ listening carefully to the customer's requirements
- ◆ using positive facial expressions and body language
- ◆ asking appropriate questions to establish customer needs
- ◆ accurately selecting one product and one service to meet customer needs
- ◆ accurately describing the product or service to the customer
- ◆ demonstrating two methods of closing a sale
- ◆ following correct procedures for two different methods of payment
- ◆ following correct security procedures in the sales process
- ◆ providing after sales service appropriate to customer needs

## **National Unit Specification: support notes**

### **UNIT        Selling Skills (Intermediate 1)**

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**

Candidates should be aware of the importance of interpersonal skills and effective communication in ensuring that the needs and expectations of customers are met. They should be able to demonstrate appropriate interpersonal skills in dealing with customers in a variety of sales situations.

Candidates should also demonstrate knowledge and an awareness of the importance of the appearance of sales staff in terms of personal hygiene, appropriate clothing/uniform, and groomed. They should ensure that uniform or clothing is well maintained to present a professional well groomed image. Candidates should also demonstrate knowledge of the importance of the attitude of staff in terms of offering a warm and sincere welcome, and understand the importance of good communication skills including active listening skills, tone of voice, clear pronunciation and appropriate language as well as using a friendly and helpful manner in establishing customer relationships and building trust.

There should be awareness and understanding of the importance of body language in the sales situation, for example, folded arms, fidgeting, toe tapping, turning away from customer, can all be off putting to the customer. Candidates need to recognise the importance of using effective communication skills to establish and maintain customer relations. Developing good customer relations can result in repeat business for the organisation by offering good product or service knowledge and delivering quality customer care.

Candidates need to understand how customer confidence can potentially lead to increasing sales as appropriate to customer requirements. For example, knowledge of associated or alternative products can all increase sales.

Candidates should be made aware of consumer rights legislation, company policy for customer transactions, and be able to offer appropriate after sales advice in line with company policy. At this level the emphasis should be on raising the candidates awareness of legislation rather than specific coverage of particular Acts.

Candidates should gain knowledge relating to the range of products or services being offered to customers. Candidates should gain an awareness of company policies relating to sales transactions. Candidates should also be aware of a range of methods that can be used to close a sale. They should show a knowledge and understanding of a range of current payment methods and the terms of sale for different payment methods.

Candidates must be taught to follow appropriate security procedures and the importance of following these procedures to try to ensure successful payment, avoid fraudulent transactions, and ensure confidentiality of customers. They should also facilitate the payment transaction and offer after sales advice and information as appropriate to the product or service.

## **National Unit Specification: support notes (cont)**

### **UNIT        Selling Skills (Intermediate 1)**

Coverage of particular customer needs should also be at an awareness raising level only. Candidates should be aware of the need to adapt to particular needs of customers in a sales situation.

#### **GUIDANCE ON LEARNING AND TEACHING APPROACHES FOR THIS UNIT**

The learning and teaching approaches for the Unit should allow the candidate to achieve the Outcomes in a candidate centred, participative manner. The Unit is intended to provide the candidate with skills and knowledge of sales situations and should provide the underpinning knowledge relating to the sales environment whilst also allowing candidates to develop practical skills in a sales environment that will be of value when seeking employment.

Where possible candidates should gain experience in a real or simulated work environment. This should be supported by theoretical input in the form of tutor input, multi-media input as appropriate, group discussions or visiting speakers.

#### **GUIDANCE ON APPROACHES TO ASSESSMENT FOR THIS UNIT**

Opportunities for further study (if this Unit is being delivered as part of the Scottish Progression Award in Tourism) remediation and consolidation, should be built into this Unit, how this is organised will depend on the teaching approach.

Assessment should be conducted at an appropriate time, normally at the end of the Unit. As reassessment should only follow after further work or remediation, centres might consider it appropriate to delay this until further teaching in other Units has been undertaken.

#### **CANDIDATES WITH ADDITIONAL SUPPORT NEEDS**

This Unit Specification is intended to ensure that there are no artificial barriers to learning or assessment. 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 document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs* (SQA, 2004).