

Unit: SP4 Sell products or services face-to-face (MSSSB Sales Unit 7.2)

Overview

This unit is about selling non-mortgage and non-regulated financial products and services such as non-regulated insurance products, investments and foreign currency. The unit aims to encourage sales performance in a number of areas but in particular after initial contact has been made with customers. The unit includes identifying your customer's buying needs, promoting benefits and features of your organisation's products and services, responding to and resolving customer objections and agreeing mutually beneficial terms and conditions.

Outcomes of effective performance

- SP4/O1. You identify customer requirements through the use of careful questioning and confirm them by summarising their buying needs and interests
- SP4/O2. You identify products or services which match your customer's needs and confirm with your customer that they are suitable
- SP4/O3. You interpret buying signals which are given by your customer and act on them to progress sales
- SP4/O4. You structure the face to face sales discussion effectively to include an overview of key features and benefits of products and services and give your customer the opportunity to fully discuss and assess them
- SP4/O5. You provide your customer with materials to support the promotion of products or services
- SP4/O6. You evaluate potential trade-offs that will be mutually beneficial to your customer and to your organisation
- SP4/O7. You record, analyse and act on any area in which your product or service does not meet your customer's requirements
- SP4/O8. You identify opportunities for cross-selling or up-selling
- SP4/O9. You give your customer clear information and make proposals that meet their requirements
- SP4/O10. You obtain the support of colleagues when looking to overcome customer objections and meet customer needs
- SP4/O11. You close the sale by gaining the commitment of your customer and complete the formalities of the sale following organisational procedures

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Behaviours which underpin effective performance

- SP4/B1. You are customer focused at all times
- SP4/B2. You show respect for customers and understand and empathise with their views
- SP4/B3. You avoid prejudging customers based on appearance, behaviour and communication
- SP4/B4. You are honest, sincere and ethical in your chosen sales approach
- SP4/B5. You communicate articulately and effectively, listen actively and adopt an appropriate communication strategy for each customer
- SP4/B6. You demonstrate an in-depth knowledge and understanding of products and services on offer
- SP4/B7. You use the most effective questioning technique for your sales situation
- SP4/B8. You adapt to different audiences and their requirements
- SP4/B9. You work with other sales team members to avoid duplication of tasks and to maximise sales opportunities
- SP4/B10. You carry out tasks with due regard to your organisation's policies and procedures, including those covering health and safety at work
- SP4/B11. You comply with legal requirements, industry regulations and professional codes

Knowledge and understanding

1. The sales cycle and how it helps sales team members to structure and progress their sales contacts
2. The differences between proactive and reactive selling
3. Techniques that can be applied when selling in face-to-face situations, including cross-selling, up-selling and the sale of add-ons
4. Methods for assessing maximum and minimum returns and how to prioritise development of leads according to potential value and probability of closure
5. Verbal and non-verbal listening and questioning techniques suitable for selling in face-to-face situations
6. The differences between benefits and features and how to sell them effectively
7. How to involve your prospect in reaching a solution to any sales problem
8. Methods for recording messages accurately and ensuring they are dealt with by appropriate people promptly
9. The range of behaviours displayed by customers and how to manage them constructively
10. How to overcome customers' objections sensitively and constructively and how to respond effectively to their queries
11. Effective methods for closing sales
12. How to evaluate and measure the success of face-to-face sales contacts
13. Legal, regulatory and ethical constraints relating to selling in your sector/industry
14. Organisational and sector regulatory requirements and practices relating to selling

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15. Competitive practices and activities
16. Organisational objectives and plans for face-to-face sales contacts
17. The structure of your organisation and its products or services
18. Organisational policies and procedures relating to your products or services
19. Your organisation's target market and all its significant features
20. Competitor activities, products and services and latest developments in your organisation's markets
21. Sales targets for your own area of responsibility and limits of your personal authority
22. Processes for recording customer call information and follow-up activities
23. Who to communicate with about important information relating to customer calls
24. Your organisation's requirements for closing sales and securing orders
25. Customer and prospect feedback activities and how to channel the information effectively
26. Available literature and support materials for the selling process
27. Who to go to, to secure effective sales support for customers