

Qualification Specification

601/6625/3

iCQ Level 3 Certificate in Principles of Sales (RQF)



Qualification Details

Title : iCQ Level 3 Certificate in Principles of Sales (RQF)
Awarding Organisation : iCan Qualifications Limited
Fees Price List Url : https://icanqualify.net
Qualification Type : RQF
Qualification Sub Type : None
Qualification Level : Level 3
Qualification Sub Level : None
EQF Level : Level 4
Regulation Start Date : 14-Jul-2015
Operational Start Date : 01-Aug-2015
Offered In England : Yes
Offered In Wales : Yes
Offered In Northern Ireland : Yes
Assessment Language In English : Yes
Assessment Language In Welsh : No
Assessment Language In Irish : No
SSA : 15.4 Marketing and Sales
Purpose : B. Prepare for further learning or training and/or develop knowledge and/or skills in a subject area
Sub Purpose : B2. Develop knowledge and/or skills in a subject area
Total Credits : 16
Min Credits at/above Level : 12
Minimum Guided Learning Hours : 119
Maximum Guided Learning Hours : 141
Diploma Guided Learning Hours : 0
Barring Classification Code : ZZZZ
Overall Grading Type : Pass
Assessment Methods : Portfolio of Evidence
Structure Requirements : To achieve this qualification, learners must attain a minimum of 16 credits. Learners must complete the four mandatory units in Group A (12 credits) and achieve a minimum of 4 credits from the Group B optional units, including at least two credits at Level 3.
Age Ranges : Pre-16 : No; 16-18 : Yes; 18+ : No; 19+ : Yes
Qualification Objective : This qualification is for those who wish to develop their knowledge of sales and sales techniques

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Rules of Combination (ROC)

Group Name	Mandatory	#Units	Minimum Units	Maximum Units	Minimum Credits	Maximum Credits
OG) Overarching Group	Yes	0	2	2	16	0
└─ A) Mandatory Group A	Yes	4	4	4	12	12
└─ B) Optional Group B	Yes	9	2	0	4	0

Group A Mandatory Group A

URN	Title	Level	GLH	Credit
D/601/7644	Principles of personal responsibilities and how to develop and evaluate own performance at work	3	32	4
F/502/8206	Understanding legal, regulatory and ethical requirements in sales or marketing	2	15	2
J/502/8207	Understanding the sales environment	3	15	2
J/502/8210	Understanding sales techniques and processes	3	30	4

Group B Optional Group B

URN	Title	Level	GLH	Credit
A/502/8219	Principles of selling at trade fairs and exhibitions	2	18	2
F/502/8223	Understanding the relationship between sales and marketing	3	21	3
H/502/8232	Understanding customers creditworthiness for sales purposes	3	16	2
J/502/8224	Customer service in sales	2	25	3
L/502/8208	Understanding sales targets	2	13	2
L/502/8211	Principles of presentations and demonstrations in sales	2	15	2
M/502/8234	Competitor analysis in the sales environment	3	20	2
R/502/8209	Understanding business awareness in sales	2	11	2
Y/502/8227	Principles of online selling	3	24	3

Qualification Framework : RQF

Title : Principles of personal responsibilities and how to develop and evaluate own performance at work

Unit Level : Level 3

Unit Sub Level : None

Guided Learning Hours : 32

Unit Credit Value : 4

SSAs : 15.2 Administration

Unit Grading Structure : Pass

Assessment Guidance : Please refer to the [Online iCQ Assessment Guidance](#).

Unit: D/601/7644 : Principles of personal responsibilities and how to develop and evaluate own performance at work

Understand the employment rights and responsibilities of the employee and employer and their purpose

Assessment Criterion - The learner can:

01.01	Identify the main points of contracts of employment and their purpose
01.02	Outline the main points of legislation affecting employers and employees and their purpose, including anti-discrimination and entitlement legislation
01.03	Identify where to find information on employment rights and responsibilities both internally and externally
01.04	Explain the purpose and functions of representative bodies that support employees
01.05	Explain employer and employee responsibilities for equality and diversity in a business environment
01.06	Explain the benefits of making sure equality and diversity procedures are followed in a business environment

Understand the purpose of health, safety and security procedures in a business environment

02.01	Explain employer and employee responsibilities for health, safety and security in a business environment
02.02	Explain the purpose of following health, safety and security procedures in a business environment

Understand how to manage own work

03.01	Explain the reasons for planning and prioritising own work
03.02	Identify ways of planning and prioritising own work
03.03	Explain the purpose of keeping other people informed about progress
03.04	Describe methods of dealing with pressure in a business environment

Understand how to evaluate and improve own performance in a business environment

04.01	Explain the purpose of continuously evaluating and improving own performance in a business environment
04.02	Describe ways of evaluating and improving own performance in a business environment
04.03	Explain the purpose of encouraging and accepting feedback from others
04.04	Explain different types of career pathways and roles available

Understand the types of problems that may occur with own work and how to deal with them

05.01	Describe the types of problems that may occur with own work
05.02	Explain ways of dealing with problems that may occur with own work
05.03	Explain how and when to refer problems to relevant colleagues

Understand the decision making process

06.01	Explain key stages in the decision- making process
06.02	Explain the purpose of not exceeding own limits of authority in making decisions

Qualification Framework	: RQF
Title	: Understanding legal, regulatory and ethical requirements in sales or marketing
Unit Level	: Level 2
Unit Sub Level	: None
Guided Learning Hours	: 15
Unit Credit Value	: 2
SSAs	: 15.4 Marketing and Sales
Unit Grading Structure	: Pass
Assessment Guidance	: Please refer to the Online iCQ Assessment Guidance .

Unit: F/502/8206 : Understanding legal, regulatory and ethical requirements in sales or marketing

Understand an organisations procedures for dealing with legal, regulatory and ethical requirements relating to sales or marketing

Assessment Criterion - The learner can:

01.01	Describe an organisations procedures for raising legal, regulatory and ethical concerns
01.02	Explain the scope of legal, regulatory and ethical requirements in sales or marketing
01.03	Explain how the legal, regulatory and ethical requirements relate to the business of selling or marketing
01.04	Describe internal and external sources of information on legal, regulatory and ethical requirements
01.05	Explain how an ethical approach affects organisations in the sales or marketing environment
01.06	Explain the importance of contract law in sales
Understand the legal, regulatory and ethical limits of the sales or marketing role	
02.01	Explain the legal, regulatory and ethical requirements relevant to the role
02.02	Describe the potential consequences of not complying with legal, regulatory or ethical requirements
02.03	Explain the importance of working within the limits of the role, responsibilities and authority
02.04	Explain the process for reporting legal, regulatory and ethical concerns
02.05	Explain the importance of clarity of communication with the customer to ensure common understanding of agreements and expectations

Qualification Framework	: RQF
Title	: Understanding the sales environment
Unit Level	: Level 3
Unit Sub Level	: None
Guided Learning Hours	: 15
Unit Credit Value	: 2
SSAs	: 15.4 Marketing and Sales
Unit Grading Structure	: Pass
Assessment Guidance	: Please refer to the Online iCQ Assessment Guidance .

Unit: J/502/8207 : Understanding the sales environment

Understand customer groups in the sales environment	
Assessment Criterion - The learner can:	
01.01	Describe the motivations and behaviours of different customer groups
01.02	Explain the use of a customer segmentation strategy
01.03	Describe how to develop profiles for customer groups
01.04	Explain how to use information about customer groups to enhance sales performance
Understand sales communication techniques	
02.01	Explain the characteristics of effective communication in a sales environment
02.02	Describe how to adapt communication techniques to meet the information needs of the target audience (colleagues and customers)
02.03	Explain the importance of confirming the audiences understanding of what has been communicated
02.04	Explain how to recognise buying signals
Understand time management in the sales environment	
03.01	Explain the impact of effective time management on sales performance, profitability and the achievement of business objectives
03.02	Explain how to resolve conflicting priorities to ensure optimum efficiency
03.03	Explain the use of delegation in managing time and achieving efficiency objectives

Qualification Framework	: RQF
Title	: Understanding sales techniques and processes
Unit Level	: Level 3
Unit Sub Level	: None
Guided Learning Hours	: 30
Unit Credit Value	: 4
SSAs	: 15.4 Marketing and Sales
Unit Grading Structure	: Pass
Assessment Guidance	: Please refer to the Online iCQ Assessment Guidance .

Unit: J/502/8210 : Understanding sales techniques and processes

Understand buyer behaviour in sales situations

Assessment Criterion - The learner can:

01.01	Explain the different roles within buyer decision-making processes
01.02	Describe the influences on buyer decision-making processes
01.03	Describe the impact of the buyer decision-making processes on sales techniques
01.04	Explain different methods of contacting customers, influencers and decision-makers at different stages of the buyer decision-making process
01.05	Explain the basis on which solutions are designed to meet the needs of buyers
01.06	Explain the concept and use of the value chain

Understand pricing for sales promotions

02.01	Describe the characteristics and uses of different types of price-based promotions (including incentives and discounts)
02.02	Describe competitors strategies to respond to price changes and price-based promotions
02.03	Describe how to develop a proposal for price-based promotions
02.04	Explain the basis for calculating affordability and profitability of price-based promotions
02.05	Explain the design and use of methods of measuring and evaluating the success of price-based promotions
02.06	Explain how to use sales opportunities resulting from price-based promotions for higher volume and value sales

Understand the implementation of sales plans

03.01	Explain the importance of preparing for sales activities (face to face and telephone)
03.02	Describe how to identify the customers/prospects current situation, wants and needs
03.03	Explain how to identify the nature of competitor behaviour that may affect the outcome of the sales activity
03.04	Explain how the benefits of the product and/or service meet the customers wants and needs
03.05	Describe how to identify follow-up actions designed to address the strength of the prospect and the level of their interest

Understand negotiation techniques in sales situations

04.01	Explain the importance of preparing for negotiations
04.02	Describe how to identify issues that prevent customers from agreeing to the sale
04.03	Describe how to handle objections
04.04	Explain the use of testimonials and evidence of the products and/or services strengths in making a sale
04.05	Explain the use of the negotiating plan when making a sale
04.06	Describe the impact of the limits of authority in negotiating agreements and deals

Qualification Framework	: RQF
Title	: Principles of selling at trade fairs and exhibitions
Unit Level	: Level 2
Unit Sub Level	: None
Guided Learning Hours	: 18
Unit Credit Value	: 2
SSAs	: 15.4 Marketing and Sales
Unit Grading Structure	: Pass
Assessment Guidance	: Please refer to the Online iCQ Assessment Guidance .

Unit: A/502/8219 : Principles of selling at trade fairs and exhibitions

Understand the basis for deciding whether to participate in trade fairs and exhibitions	
Assessment Criterion - The learner can:	
01.01	Explain the purpose of exhibitions and trade fairs
01.02	Describe how an organisations sales plans and targets relate to a trade fair or exhibition
01.03	Explain how the cost of participation is weighed against the likely sales that may be achieved
Understand how to prepare for trade fairs and exhibitions	
02.01	Describe the resources needed for participation
02.02	Describe how targets are set for exhibitions and trade fairs
02.03	Explain how actual and potential customers are informed of forthcoming events
02.04	Explain how to identify opportunities for collaborative selling with other exhibitors
02.05	Explain the importance of identifying potential competitors and threats to sales from other exhibitors
Understand techniques for selling at trade fairs and exhibitions	
03.01	Describe how displays are arranged and presented to attract potential customers
03.02	Describe techniques for engaging potential customers attention quickly
03.03	Explain how sales lead information is identified, captured and followed up
03.04	Explain how to adapt sales techniques to suit the environment of trade fairs and exhibitions
03.05	Explain the importance of post-event follow up with potential customers

Qualification Framework	: RQF
Title	: Understanding the relationship between sales and marketing
Unit Level	: Level 3
Unit Sub Level	: None
Guided Learning Hours	: 21
Unit Credit Value	: 3
SSAs	: 15.4 Marketing and Sales
Unit Grading Structure	: Pass
Assessment Guidance	: Please refer to the Online iCQ Assessment Guidance .

Unit: F/502/8223 : Understanding the relationship between sales and marketing

Understand the impact of different organisational structures on sales and marketing functions	
Assessment Criterion - The learner can:	
01.01	Describe the features of different organisational structures
01.02	Explain the effect of different organisational structures on sales and marketing functions and their performance
Understand the interface between sales and marketing functions	
02.01	Explain the role and responsibilities of sales personnel
02.02	Explain the role and responsibilities of marketing personnel
02.03	Describe areas of synergy between the sales and marketing functions
02.04	Describe the benefits of collaborative working to the performance of an organisation
02.05	Explain potential causes of friction between the sales and marketing functions
02.06	Describe mutually acceptable solutions to identified sources of friction
Understand the impact of sales and marketing on product development processes	
03.01	Describe the product development process
03.02	Explain the role of sales and marketing in the product development process
03.03	Explain the market features and trends relating to a product or service
03.04	Describe the characteristics and benefits of a product or service
03.05	Explain the wants and needs of an organisations customer base
03.06	Describe how to prepare a business case for a product or service
03.07	Describe how to forecast sales of a product or service
03.08	Explain the importance and use of customer feedback in relation to product development

Qualification Framework	: RQF
Title	: Understanding customers' creditworthiness for sales purposes
Unit Level	: Level 3
Unit Sub Level	: None
Guided Learning Hours	: 16
Unit Credit Value	: 2
SSAs	: 15.4 Marketing and Sales
Unit Grading Structure	: Pass
Assessment Guidance	: Please refer to the Online iCQ Assessment Guidance .

Unit: H/502/8232 : Understanding customers creditworthiness for sales purposes

Understand the process of assessing customers creditworthiness

Assessment Criterion - The learner can:

01.01	Explain the legal and regulatory requirements relevant to obtaining finance for customers
01.02	Explain the basis for calculating customers borrowing needs
01.03	Explain the features and requirements of different sources of finance (e.g. hire purchase, bank loans, leasing)
01.04	Describe the information needed to be able to carry out credit searches
01.05	Explain the process for setting credit limits on customers
01.06	Describe the requirements of financial checks through banks, credit rating agencies and supplier references
01.07	Explain the actions to be taken if credit searches findings are negative
01.08	Explain where to refer customers for financial assessment and/or advice

Understand how customers ongoing credit status is monitored

02.01	Explain the importance of formal agreements with customers
02.02	Describe the different criteria customers accounts are monitored against
02.03	Explain the actions to be taken with regard to changes in credit limits, spending patterns and the status of customer accounts

Qualification Framework	: RQF
Title	: Customer service in sales
Unit Level	: Level 2
Unit Sub Level	: None
Guided Learning Hours	: 25
Unit Credit Value	: 3
SSAs	: 15.4 Marketing and Sales
Unit Grading Structure	: Pass
Assessment Guidance	: Please refer to the Online iCQ Assessment Guidance .

Unit: J/502/8224 : Customer service in sales

Understand how to build long term relationships with customers	
Assessment Criterion - The learner can:	
01.01	Describe customers needs, wants and expectations
01.02	Explain the importance of balancing customers needs with organisational sales strategies and resource requirements
01.03	Describe the basis on which relationships with customers are managed
01.04	Explain the importance of negotiating mutually beneficial sales solutions
01.05	Explain the role of customer feedback in enhancing relationships and profitability
01.06	Describe the importance of customers experiences in developing long term relationships
Understand approaches to managing customer accounts	
02.01	Describe the role of key customer teams
02.02	Explain how to develop customer care programmes
02.03	Explain the role of IT in managing customer accounts
02.04	Explain the importance of effective communication channels to support customer relationships
Understand the importance of customer loyalty	
03.01	Explain the relationship between customer loyalty and sales performance
03.02	Describe the factors affecting the attraction and retention of customer loyalty
03.03	Describe the advantages and disadvantages of different methods of enhancing customer loyalty
03.04	Explain the importance of reviewing customers experiences as a means of improving the service offer
Understand the importance of the brand and organisational reputation	
04.01	Describe the way in which customers perceptions of organisations and their products and/or services influence buying decisions
04.02	Explain the link between customers previous experiences and their future likely buying intentions
04.03	Explain how the presentation of products and/or services affects the perception of organisations
Understand how to meet the customers after sales service needs	
05.01	Explain how to ascertain customers likely after sales needs
05.02	Describe how to balance customers needs with those of an organisation
05.03	Explain the importance of fulfilling commitments made to customers in accordance with organisational quality, customer service standards and legislative requirements
05.04	Explain the importance of keeping sales records up to date
05.05	Explain the purpose of reviewing the quality and effectiveness of after sales service provision against customer feedback
05.06	Describe how and when to negotiate alternatives, discounts and special offers in order to maintain the customers loyalty

Qualification Framework	: RQF
Title	: Understanding sales targets
Unit Level	: Level 2
Unit Sub Level	: None
Guided Learning Hours	: 13
Unit Credit Value	: 2
SSAs	: 15.4 Marketing and Sales
Unit Grading Structure	: Pass
Assessment Guidance	: Please refer to the Online iCQ Assessment Guidance .

Unit: L/502/8208 : Understanding sales targets

Understand how sales targets are calculated

Assessment Criterion - The learner can:

01.01	Describe the process for forecasting sales and setting sales targets
01.02	Describe the factors that affect the setting of sales targets
01.03	Explain the volume and value of the sales required to meet target figures
01.04	Explain the pricing structure for products and/or services to meet sales targets
01.05	Describe a formula for calculating sales values over a period of time

Understand the use of sales targets

02.01	Explain the importance of sales targets for performance purposes
02.02	Explain how past sales targets can inform the setting of future targets

Understand how to collect sales-related data

03.01	Describe the potential sources of sales-related data
03.02	Explain the data collection methods for obtaining quantitative and qualitative information
03.03	Describe how data can be used to support sales activities

Understand how to evaluate sales performance

04.01	Describe how to monitor sales performance against targets
04.02	Explain how to evaluate performance against targets
04.03	Describe the factors that can cause variances of performance from target
04.04	Describe the actions to be taken if sales targets are not met

Qualification Framework	: RQF
Title	: Principles of presentations and demonstrations in sales
Unit Level	: Level 2
Unit Sub Level	: None
Guided Learning Hours	: 15
Unit Credit Value	: 2
SSAs	: 15.4 Marketing and Sales
Unit Grading Structure	: Pass
Assessment Guidance	: Please refer to the Online iCQ Assessment Guidance .

Unit: L/502/8211 : Principles of presentations and demonstrations in sales

Understand how to prepare for a sales presentation or demonstration	
Assessment Criterion - The learner can:	
01.01	Describe how organisational sales strategies, plans and activities are relevant to the presentation/demonstration
01.02	Describe how the presentation/demonstration is intended to help meet sales targets
01.03	Describe the features and benefits of the products and/or services to be promoted
01.04	Explain how to set up the venue and equipment to be used for the presentation/demonstration
Understand how to deliver a sales presentation or demonstration	
02.01	Explain how to identify an audiences wants, needs and likely interests
02.02	Explain how to deliver a presentation/demonstration in a way that meets an audiences information needs and captures and retains their attention
02.03	Explain the importance of anticipating and meeting problems, constraints and objections
02.04	Explain why it is important to provide an audience with opportunities to raise questions and objections
02.05	Explain how gaining commitment contributes to the achievement of a sale
Understand the role of evaluating sales presentations/demonstrations	
03.01	Describe how the effectiveness of sales presentations/demonstrations is evaluated
03.02	Explain how evaluative information is used to contribute to enhanced sales performance

Qualification Framework	: RQF
Title	: Competitor analysis in the sales environment
Unit Level	: Level 3
Unit Sub Level	: None
Guided Learning Hours	: 20
Unit Credit Value	: 2
SSAs	: 15.4 Marketing and Sales
Unit Grading Structure	: Pass
Assessment Guidance	: Please refer to the Online iCQ Assessment Guidance .

Unit: M/502/8234 : Competitor analysis in the sales environment

Understand the use of sales-related information	
Assessment Criterion - The learner can:	
01.01	Describe how sales-related information is used to enhance sales performance (markets, volume, mix and value)
01.02	Explain the benefits and risks of using different sources of sales-related information
Understand the collection and storage requirements of sales-related information	
02.01	Describe the advantages and disadvantages of different systems to gather sales-related information
02.02	Explain the importance of safe, secure and accessible data storage
02.03	Explain the importance of ensuring the currency and accuracy of sales-related information
02.04	Explain how to validate the sales-related information collected
Understand the use of tools and methods for analysing quantitative and qualitative sales-related information	
03.01	Explain the use, strengths and limitations of different analytical software packages
03.02	Explain the differences between primary and secondary data
03.03	Describe the criteria against which competitor information is analysed and evaluated
03.04	Explain how to identify trends in sales- and competitor-related information
03.05	Describe the formats for presenting the analysis of sales-related information
Understand how the results of competitor analysis are used	
04.01	Explain the findings of competitor analysis on sales potential and performance
04.02	Describe the impact of competitor activity on sales activities and plans
04.03	Explain the use of competitor information in the formulation of sales proposals
04.04	Explain who needs to know about competitor activity and why

Qualification Framework	: RQF
Title	: Understanding business awareness in sales
Unit Level	: Level 2
Unit Sub Level	: None
Guided Learning Hours	: 11
Unit Credit Value	: 2
SSAs	: 15.4 Marketing and Sales
Unit Grading Structure	: Pass
Assessment Guidance	: Please refer to the Online iCQ Assessment Guidance .

Unit: R/502/8209 : Understanding business awareness in sales

Understand business issues in the sales environment	
Assessment Criterion - The learner can:	
01.01	Describe different approaches to business awareness in different types of organisations
01.02	Describe the relationship of the sales function with other business functions in an organisation
Understand the importance of business news in the sales environment	
02.01	Describe how news items affect business
02.02	Describe who should receive sales-related business news in an organisation
02.03	Describe internal and external sources of information on business news
Understand the use of networking in sales	
03.01	Describe the purpose of networking
03.02	Explain the advantages and disadvantages of different types of networking
03.03	Explain how to use networks to build business awareness
03.04	Explain the importance of mutual benefits and integrity in business conducted through networking

Qualification Framework	: RQF
Title	: Principles of online selling
Unit Level	: Level 3
Unit Sub Level	: None
Guided Learning Hours	: 24
Unit Credit Value	: 3
SSAs	: 15.4 Marketing and Sales
Unit Grading Structure	: Pass
Assessment Guidance	: Please refer to the Online iCQ Assessment Guidance .

Unit: Y/502/8227 : Principles of online selling

Understand how to plan online selling

Assessment Criterion - The learner can:

01.01	Describe the characteristics of online selling
01.02	Describe how online selling fits into an overall sales and marketing strategy
01.03	Explain the requirements of multiple media to be used
01.04	Explain the strengths and limitations of different types of software used for online selling
01.05	Describe the use of click-through tracking and cookies as a means of contributing to enhanced sales performance
01.06	Explain how to deal with undeliverables and other systems failures

Understand implementation issues in online selling

02.01	Explain the criteria for acquiring targets lists and databases
02.02	Explain the way in which media are selected to optimise sales
02.03	Describe the way in which sales/marketing messages are developed to engage customers
02.04	Describe the media through which sales/marketing messages are communicated to reach potential customers

Understand evaluation processes for online selling

03.01	Explain how the success of online selling is measured
03.02	Explain the importance of cleansing data and the consequences of not doing so
03.03	Explain the value of customer feedback from online selling in improving future activities