

Unit Title: Handling objections and closing sales

OCR unit number: 35
 Level: 2
 Credit value: 3
 Guided learning hours: 22
 Unit reference number: M/502/8606

Unit aim and purpose

This unit aims to develop the knowledge and skills required to handle sales objections in order to close the sale.

Learning Outcomes	Assessment Criteria
The Learner will: 1 Understand how to handle sales objections	The Learner can: 1.1 Explain the difference between standard and non-standard sales objections 1.2 Explain how to clarify objections and identify potential sales opportunities from them 1.3 Describe how to use questioning techniques to explore and resolve customer issues 1.4 Explain how to empathise with and reassure the customer 1.5 Explain the difference between hypothetical and real objections 1.6 Explain how knowledge of products and services can be used to answer objections 1.7 Explain how competitor activity may affect the potential sale 1.8 Describe how industry/sector pricing structures may have an impact on sales objections 1.9 Explain the scope of authority and responsibility when dealing with objections 1.10 State who to go to when in need of support to overcome objections
2 Understand how to close the sale	2.1 Explain how to identify verbal and non-verbal buying signals as signs of whether to move towards closing the sale 2.2 Explain how to perform a trial close 2.3 Explain how to identify further potential add-on, up-selling or cross-selling opportunities prior to closing the sale 2.4 Explain potential barriers to closing the sale 2.5 Explain a range of ways to close the sale
3 Be able to handle objections	3.1 Clarify the nature and extent of objections 3.2 Explain to the customer the concessions available within the scope of authority 3.3 Follow organisational procedures for dealing with objections

Learning Outcomes	Assessment Criteria
	3.4 Promote the benefits of products and/or services to overcome objections 3.5 Use testimonials to overcome objections 3.6 Refer to those in authority when dealing with objections outside the scope of own authority
4 Be able to close the sale	4.1 Perform a trial close and ask for the order when objections have been met 4.2 Make use of add-on, up-selling or cross-selling opportunities 4.3 Follow organisational procedures for accepting confirmation of an order

Assessment

This unit is internally assessed by centre staff and externally verified by OCR Assessors.

Guidance on assessment

Skills CFA Assessment Strategy Competence units (S/NVQ).

Additional information

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications*' (A850) on the OCR website www.ocr.org.uk.