

Unit Title:	Promote additional products and/or services to customers
OCR unit number:	10
Level:	2
Credit value:	2
Guided learning hours:	14
Unit reference number:	L/506/2133

Unit aim and purpose

This unit aims to develop the knowledge and skills required to promote additional products and/or services to customers. Upon completion of this unit, learners will be able to promote additional products and/or services to customers.

Learning Outcomes	Assessment Criteria	Additional Guidance
<p>The Learner will:</p> <p>1 Understand the promotion of additional products and/or services to customers</p>	<p>The Learner can:</p> <p>1.1 Describe organisational policies and procedures on the promotion of additional products and/or services</p> <p>1.2 Explain the importance of keeping product/service knowledge up to date</p> <p>1.3 Explain how to match products and/or services to customer needs</p> <p>1.4 Describe techniques to promote additional products and/or services</p>	<p>Techniques may include:</p> <ul style="list-style-type: none"> • Verbal communication • Written communication • Product placement
<p>2 Be able to promote additional products and/or services to customers</p>	<p>2.1 Identify opportunities to promote additional products and/or services that are likely to improve the customer experience</p> <p>2.2 Promote the benefits of additional products and/or services that are likely to be of interest customers</p> <p>2.3 Provide information to customers that will help them to decide whether to select additional products and/or services</p> <p>2.4 Adhere to organisational policies and procedures, legal and ethical requirements when promoting products and/or services</p>	<p>The customer experience can be in relation to both internal and external customers</p> <p>Where possible, adherence to organisational standards, policies and procedures should be confirmed by a line manager or experienced</p>

Learning Outcomes	Assessment Criteria	Additional Guidance
		colleague. Learners should also be aware of <i>which</i> legal requirements affect their activities

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)

National Occupational Standards (NOS) mapping/signposting

The mapping in the table below provides an indication of where evidence might be available for assessment against some of the knowledge and understanding contained in the national occupational standards (NOS). It does not claim to guarantee that evidence will meet the NOS.

NOS can be viewed on the relevant Sector Skills Council's website or the Occupational standards directory at www.ukstandards.co.uk.

Occupational standards	Unit number	Title
Customer Service (2013) National Occupational Standards:	CFACSA5	<ul style="list-style-type: none"> Promote additional services or products to customers

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.