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| Unit Title:            | <b>Buyer behaviour in sales situations</b> |
| OCR unit number:       | 30   |
| Level:                 | 3  |
| Credit value:          | 3  |
| Guided learning hours: | 27   |
| Unit reference number: | K/502/8622                                 |

## Unit aim and purpose

This unit aims to develop the knowledge and skills required to understand, and respond to, buyer behaviour.

| Learning Outcomes   | Assessment Criteria  |
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| <b>The Learner will:</b><br>1 Understand the impact of different models of buyer behaviour on the sales cycle | <b>The Learner can:</b><br>1.1 Explain the consumer buying decision-making process<br>1.2 Explain how the consumer buying decision-making process affects the sales cycle<br>1.3 Describe the influences that affect the consumer decision-making process<br>1.4 Explain the organisational buying decision-making process<br>1.5 Explain how the organisational buying decision making process affects the sales cycle<br>1.6 Describe the influences that affect the organisational buying decision-making process<br>1.7 Explain the impact of the different roles within the decision-making unit on the sales cycle |
| 2 Be able to respond to the buyer at each stage of the decision making process                                | 2.1 Use the methods for contacting customers, influencers and decision-makers appropriate to different stages of the buying decision-making process<br>2.2 Respond to different decision-makers in a sales situation in a way that is appropriate to their role<br>2.3 Use objections as buying opportunities<br>2.4 Confirm solution(s) offered meet the needs and wants of decision-makers   |

## 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

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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](http://www.ocr.org.uk) .