

Unit Title:	Obtaining and analysing sales-related information
OCR unit number:	29
Level:	3
Credit value:	4
Guided learning hours:	24
Unit reference number:	R/502/8615

Unit aim and purpose

This unit aims to develop the knowledge and skills required to obtain, analyse and use sales related data.

Learning Outcomes	Assessment Criteria
The Learner will: 1 Understand the uses of sales-related information	The Learner can: 1.1 Explain the importance of up-to-date information for sales planning purposes 1.2 Explain the benefits and risks of using a range of information sources to support sales activities 1.3 Explain the limitations of sales-related information 1.4 Explain the importance of reviewing sales data requirements for current and future use
2 Understand how to use tools and methods to analyse sales-related information	2.1 Explain the advantages and disadvantages of different systems to gather sales-related information 2.2 Explain how to use different software packages for analysing and presenting sales-related information
3 Be able to obtain sales-related information about customers, markets and competitors	3.1 Specify the information needed to develop an understanding of customers, competitors and markets 3.2 Identify sources that are capable of providing the required information about the organisation's markets, customers and competitors 3.3 Collate sales-related information using planned systems and taking ad hoc opportunities to gather information, in a way that enables data manipulation, analysis and interpretation
4 Be able to use tools and methods to analyse sales-related information	4.1 Select analytical tools and methods that are capable of providing the required degree of analysis of sales-related information 4.2 Define the information needs of the target audience for different types of sales-related information

Learning Outcomes	Assessment Criteria
	<p>4.3 Use the analytical protocols that are appropriate to the selected tools and methods</p> <p>4.4 Identify issues, trends, themes, linkages and interdependencies from an analysis of sales-related information</p> <p>4.5 Validate the reliability and validity of the findings of the analysis</p> <p>4.6 Provide sales-related information to the target audience within the agreed timescale and budget</p>

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 .