

Unit Title:	<b>Negotiating, handling objections and closing sales</b>
OCR unit number:	28
Level:	3
Credit value:	4
Guided learning hours:	22
Unit reference number:	F/502/8612

## Unit aim and purpose

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

Learning Outcomes	Assessment Criteria
<b>The Learner will:</b> 1 Understand how to handle objections and negotiate with the customer	<b>The Learner can:</b> 1.1 Describe the scope of authority and responsibility when dealing with objections 1.2 Identify the resources available to counter the sales objections 1.3 Describe how to plan and prepare for negotiation 1.4 Describe how to use testimonials to progress a sale 1.5 Explain the advantages and disadvantages of different methods of closing a sale 1.6 Explain organisational procedures for documenting the negotiated sale
2 Be able to prepare for objections and negotiation with the customer	2.1 Identify possible sales objections and appropriate responses prior to dealing with the customer 2.2 Confirm authorisation to negotiate 2.3 Prepare a negotiation plan that is capable of providing a mutually acceptable outcome
3 Be able to handle objections	3.1 Identify customer needs and wants in relation to objections by using a variety of questioning techniques 3.2 Identify and prioritise customers' concerns 3.3 Provide evidence to the customer of the strengths of the organisation's products or services 3.4 Confirm with the customer that the objection(s) have been overcome 3.5 Identify and respond to verbal and non-verbal buying signals in a way that is consistent with the nature of the signals
4 Be able to negotiate with the customer	4.1 Carry out negotiations according to negotiation plan 4.2 Promote the benefits of what is being offered to the customer 4.3 Explain to the customer when and why no further adjustment is possible

Learning Outcomes	Assessment Criteria
	4.4 Obtain support to progress negotiation that is outside own level of authority
5 Be able to close the sale following negotiation	5.1 Apply a trial close in accordance with the negotiation plan 5.2 Respond to any further objections and concerns 5.3 Identify and make use of potential add-on, up-selling or cross-selling opportunities 5.4 Summarise agreements made in accordance with organisational procedures and close the sale

## Assessment

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

## Guidance on assessment

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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).