

Unit Title: Manage direct sales operations in a contact centre

OCR unit number: 33
 Level: 5
 Credit value: 7
 Guided learning hours: 30
 Unit reference number: Y/503/0401

Unit aim and purpose

This unit aims to develop the knowledge and skills required to contribute to the development of a sales strategy in a contact centre.

Learning Outcomes	Assessment Criteria
The Learner will: 1 Be able to contribute to the development of organisational sales strategy in a contact centre	The Learner can: 1.1 Identify the features of organisational sales strategy that have an impact on direct sales operations 1.2 Recommend developments to the sales strategy that are capable of enhancing sales performance
2 Be able to develop procedures and guidelines to be used for direct sales through a contact centre	2.1 Assess the importance of sales information that is needed to achieve the sales objectives 2.2 Confirm that the required sales information can be collected with minimum disruption to sales activities 2.3 Define the sales style and techniques to be used to achieve direct sales objectives 2.4 Confirm the fitness for purpose of the draft procedures and guidelines through a test and trial
3 Be able to review sales planning, analysis and reporting techniques for direct sales through a contact centre	3.1 Review current sales plans and methods of devising them from an analysis of customer, market and sales information against agreed criteria 3.2 Identify the actions needed to achieve sales objectives and plans 3.3 Design sales analysis tools that are capable of monitoring sales and enhancing performance 3.4 Implement the agreed actions to enhance performance in accordance with the sales plan 3.5 Define sales reporting requirements that are capable of capturing the required monitoring and sales performance information
4 Understand the principles underpinning	4.1 Evaluate the strategic implications of the range of products and/or services covered

Learning Outcomes	Assessment Criteria
direct sales activities in a contact centre	by contact centre direct sales 4.2 Evaluate current organisational approaches and systems for direct sales 4.3 Evaluate the impact of regulation and legislation on direct sales operations 4.4 Explain how to specify sales analysis requirements 4.5 Evaluate the implication of the options for sales monitoring tools 4.6 Evaluate how an organisational sales strategy drives direct sales operations

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.