

Unit Title:	Understanding selling within a business venture
OCR unit number	7
Ofqual reference number	Y/502/9958
Level:	2
Credit value:	3
Guided learning hours:	28

Unit purpose and aim

This unit will provide the learner with an understanding of what they are selling in their business venture, who their target customer is and what different methods of selling are available to them.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
The Learner will:	The Learner can:	
1 Understand the features of products/services	1.1 Explain the features of a product/service	<ul style="list-style-type: none"> Key features of a product or service
2 Understand the benefits of products/services	2.1 Analyse the benefits to customers of a product/service	<ul style="list-style-type: none"> Benefits to customers of your product/service Which benefits customers would find most important
3 Know the target customers of businesses	3.1 Identify target customers for a specific start-up business venture	<ul style="list-style-type: none"> Market segmentation Why these are your most likely customers
4 Understand how to gain and keep customers	4.1 Explain how to attract customers and increase a customer base 4.2 Explain how to retain existing customers	<ul style="list-style-type: none"> Customer base Different ways of attracting new customers to the business The importance of retaining existing customers achieving this
5 Understand sales methods for businesses	5.1 Identify methods used to sell a product or service 5.2 Explain the sales methods to be used for a specific start-up business venture	<ul style="list-style-type: none"> Different methods of selling a product or service including: face to face; on-line; telesales; and direct mail; etc The methods you would use in your business

6 Understand sales techniques	6.1 Explain ways to create rapport with customers 6.2 Explain ways to negotiate with customers 6.3 Explain how to close a sale	<ul style="list-style-type: none"> • The importance of creating a good relationship with potential customers • Creating a good relationship with potential customers • Negotiating and closing a sale with customers
7 Understand how to overcome possible customer objections	7.1 List possible objections that a customer may have 7.2 Explain how to overcome possible objections from customers	<ul style="list-style-type: none"> • Possible objections to your product/service that a customer might reasonably make eg too expensive, cannot afford it, do not like the colour • How these objections could be met eg can they afford not to have it, get what you pay for, trends

Assessment

This element is assessed by OCR set assignments that are centre assessed and externally moderated by OCR.

The candidate must be able to clearly explain how to create a suitable sales strategy for their business and understand the processes, activities and decisions which are entailed. They will recognise who their customers are, be able to identify what they want and know the most suitable method for providing their product/service.

Candidates should complete all tasks contained in the candidate information section to demonstrate a clear understanding of these issues. Some tasks may require the additional completion of a witness statement. Where this is the case, a form has been provided in the assignment booklet. This should be completed by the tutor/assessor.

Candidates must complete the tasks for all assessment criteria contained within the unit.

Evidence requirements

In order to achieve this unit you must demonstrate that you have met all of the stated learning outcomes and assessment criteria. Candidates must complete the templates provided or where indicated either produce continuous prose in line with the indicated word limit or use another appropriate format.

Guidance on assessment and evidence requirements

Assessment will take the form of an OCR template assignment, which allows the candidate to evidence each assessment criteria. For each assessment criteria, OCR will also supply templates to aid centres in confirming that all aspects of the assessment have been completed and that relevant evidence is available.

A breakdown of the expected actions is provided in the candidate section of the assignments. Tutors should ensure that the knowledge, understanding and skills section is sufficiently covered, according to the criteria provided.

All aspects of the task, as laid out in the candidate section, should be completed before the work is submitted to OCR for moderation. Witness Statement Forms have been provided where required.

The tasks should be assessed in the centre before the candidate's portfolio is presented to the OCR-appointed examiner-moderator.

You should refer to the 'Admin Guide: Vocational Qualifications (A850)' for *Notes on Preventing Computer-Assisted Malpractice*.

National Occupational Standards (NOS) mapping/signposting

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
SFEDI	WB1	Check what customers need from your business
SFEDI	WB3	Plan how you will sell your products or services
SFEDI	WB11	Decide how you will treat your business customers

Functional skills signposting

This section indicates where candidates may have an opportunity to develop their functional skills.

Link to functional skills standards <http://www.qcda.gov.uk/15565.aspx>

Functional Skills Standards					
English		Mathematics		ICT	
Speaking and Listening	✓	Representing	✓	Use ICT systems	✓
Reading	✓	Analysing	✓	Find and select information	✓
Writing	✓	Interpreting	✓	Develop, present and communicate information	✓

Resources

Candidates who wish to present their work electronically will require access to a computer with word processing software.

Additional information

In order for the candidate to achieve this unit the candidate must demonstrate an understanding of a new business's needs. The candidate will create elements of important information that can be added and developed into a business plan.

Further guidance is provided in the Notes for Tutors section of the assignment booklet.

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 .