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## **Level 2 Award in Sales and Marketing (2A11)**

500/3527/7

Syllabus

## Programme Overview

The Certificate is a full programme based on basic knowledge and skills for the sales role in a customer-focused organisation.

Candidates can choose whether they wish to study for the Certificate immediately or whether they would prefer to start with the Award, gain the credits, and go on to the Certificate later.

Achievement at Level 2 reflects the ability to gain a good knowledge and understanding and to perform varied tasks with some guidance or supervision.

The syllabus states the Learning Outcomes and Indicative Content for each Unit of the course.

The two Units are mapped against the relevant Marketing and Sales Standards Setting Body (MSSSB) standards and the following Qualifications and Curriculum Authority (QCA) Key Skills criteria:

- Communication (C)
- Application of number (N)
- Information technology (IT)
- Working with others (WO)
- Improving own learning and performance (LP)
- Problem solving (PS)

## Structure

Candidates completing Unit 2 successfully will receive the **ISMM Level 2 Award in Sales and Marketing**.

The Award in Sales and Marketing consists of 1 Unit (Unit 2) and assessment comprises one assignment, set by the ISMM, internally marked and externally moderated by the ISMM.

## **Guided Learning Hours (GLH) and Notional Learning Hours (NLH)**

Guided Learning Hours are those hours that the candidate receives either in class or guided by the tutor/trainer e.g. through taught classroom sessions, or exercises to be completed in workbooks or perhaps a distance learning package with assessments; Guided Learning Hours do not include the formal assessments (end of Unit assessments or Cross Unit Project). Notional Learning Hours include all of the above plus all formal assessments.

## **Level 2 Award in Sales and Marketing**

The Level 2 Award in Sales and Marketing consists of one Unit, Unit 2, with one end of Unit assessment internally marked and externally moderated by the ISMM. The Level 2 Award in Sales and Marketing has 30 Guided Learning Hours (GLH) and 60 Notional Learning Hours (NLH).

## **Aims and Objectives**

The Level 2 Award in Sales and Marketing qualification aims to give those in, or entering, sales a basic foundation for their formal development in this role. The course has two primary objectives:

- to assist entrants in gaining the knowledge required by sales people
- to develop personal and sales skills

## **Entry Requirements**

Entrants are required to have:

- reached 15 years of age and in full-time education or
- reached 16 years of age and are currently employed in a sales or a sales-related job or
- hold any level 2 qualification such as GNVQ Intermediate

## **Age Groups**

The Level 2 Award has been approved for use with the following age groups:

- Pre-16
- 16-19
- 19+

## **Progression**

Successful candidates may benefit from career enhancement or may progress to:

- ISMM qualifications in Sales and Marketing at levels 3, 4, 5 and/or 6.
- Any other qualification at a suitable level within or outside the National Qualifications Framework.

## **Learning and Development**

Total Guided Learning Hours (GLH) for the Award are 30 hours and total Notional Learning Hours (NLH) for the Award are 60.

The ISMM allows flexible modes of delivery to suit the requirements of participants, sponsors and centres and delivery may include elements of open/distance/online learning.

## Assessment

To achieve the Award, a candidate must complete, to a national standard, the assessment for Unit 2.

All options will be set by the ISMM and marked by the centre using a mark scheme supplied by the ISMM. The centre's marking will then be externally moderated by the ISMM.

The assignment has two Options:

- A sales role play (Option A);
- The production of slides and notes for a short presentation (Option B).

## Grading

The L2 Award is graded Pass/Fail.

## Equality of Opportunity

The ISMM endeavours both in setting the structure and content of qualifications, and in its processes and arrangements for assessment and awarding, to:

- ensure access and equality of opportunity wherever possible without affecting the integrity of the qualification;
- not create unnecessary barriers to achievement;
- guarantee fair assessment for all candidates, including those with particular assessment requirements.

Centres should refer to the latest copy of the ISMM *Qualification Administration Handbook* for guidance on arrangements for reasonable adjustments and special consideration.

Where work is externally marked, any special circumstances should be notified to the ISMM using the Special Consideration form. The advice of the ISMM should be sought as early as possible in the course.

## **Unit 2 Selling in a Customer-Focused Organisation**

### **Introduction**

This Unit will enable the candidate to identify the role of selling and the functions and qualities of the salesperson in a variety of contexts. It focuses on the 10-stage sales cycle and the development of professional sales skills; these skills also include how the salesperson can use their time most effectively and evaluate themselves for future development and career planning.

### **Aims of the Unit**

After studying this Unit, candidates should be able to:

- 1 Define selling in a variety of its contexts
- 2 Recognise the functions and qualities of a salesperson
- 3 Describe and apply the sales cycle
- 4 Ensure efficient use of time
- 5 Evaluate self for development and progression in sales career

### **Assessment**

Assessment will be in the form of a sales role play, or the production of slides and notes for a short presentation. The assignment will be externally set by the ISMM and marked by the centre using a mark scheme supplied by the ISMM and covers 100% of the overall assessment for the Award.

### **Rationale**

Students are encouraged to develop their learning throughout the duration of the Unit. Students must demonstrate that they have an understanding of the purpose of selling and the functions and qualities of the salesperson. Although they will only work in one context at a time, it is important for them to understand others for their own progression.

## Unit 2 Selling in a Customer-Focused Organisation

### *Learning Outcomes*

### *Indicative Content*

On completion of this Unit the candidate should be able to:

|     |   |       |   |
|-----|---|-------|---|
| 2.1 | Define selling and how it varies according to the business context  | 2.1.1 | Retail;<br>Direct;<br>B2B / Trade;<br>Telephone (telemarketing, telephone selling, telephone sales support);<br>New business ;<br>Existing customers. |
| 2.2 | Recognise the functions and qualities of the sales person and how these vary according to the business context and sales role | 2.2.1 | Retail <ul style="list-style-type: none"><li>• Role and qualities required of the sales person</li></ul>  |
|     |   | 2.2.2 | Direct <ul style="list-style-type: none"><li>• Role and qualities required of the sales person</li></ul>  |
|     |   | 2.2.3 | Telephone <ul style="list-style-type: none"><li>• Role and qualities required of the sales person</li></ul>   |
|     |   | 2.2.4 | New business <ul style="list-style-type: none"><li>• Role and qualities required of the sales person</li></ul>  |
|     |   | 2.2.5 | Existing Customers and key accounts <ul style="list-style-type: none"><li>• Role and qualities required of the sales person</li></ul>                 |

## Unit 2 Selling in a Customer-Focused Organisation

### *Learning Outcomes*

### *Indicative Content*

On completion of this Unit the candidate should be able to:

2.3 Describe the legal and ethical aspects of selling

2.3.1 An overview of the ethical aspects of selling in relation to:

- Selling techniques
- Honesty
- Competitors

2.3.4 An overview of the legal aspects of selling in relation to:

- Merchantable quality
- Fit for purpose
- As described
- Safe

2.4 Describe the sales cycle, its stages and its application in different industry sectors

2.4.1 The 10 stage sales cycles

Pre-Sale:

- Prospecting
- Appointment making
- Preparation

Sale:

- Ice break
- Need/problem identification
- Presentation
- Negotiation and handling objections
- Closing the sale

Post-sale:

- Processing the order
- Follow-up

(based on Cooper, 1997)

## Unit 2 Selling in a Customer-Focused Organisation

### *Learning Outcomes*

### *Indicative Content*

On completion of this Unit the candidate should be able to:

|     |   |                  |  |
|-----|---|------------------|--|
|     |   | 2.4.1<br>(cont.) | Other stages: <ul style="list-style-type: none"><li>• Evaluating own performance</li><li>• Maintaining relationships with customers and colleagues</li></ul>   |
| 2.5 | Demonstrate the communication skills involved in preparing for and conducting a sales appointment | 2.5.1            | Body language: <ul style="list-style-type: none"><li>• Meeting and greeting gestures</li><li>• Eye contact</li><li>• Facial expressions</li><li>• Personal space</li></ul>   |
|     |   | 2.5.2            | Basic questioning and active listening skills: <ul style="list-style-type: none"><li>• Open and closed questions</li></ul> Effective listening: <ul style="list-style-type: none"><li>• Concentrating</li><li>• Body language to demonstrate listening</li></ul>           |
|     |   | 2.5.3            | What objections might be: <ul style="list-style-type: none"><li>• Problems</li><li>• Reasons not to buy</li><li>• Interest</li></ul> Types of objections <ul style="list-style-type: none"><li>• To purchase or brand</li><li>• Valid (true) or invalid (untrue)</li></ul> |

## Unit 2 Selling in a Customer-Focused Organisation

### *Learning Outcomes*

### *Indicative Content*

On completion of this Unit the candidate should be able to:

2.5.3 Basic objection handling

(cont.)

- Acknowledge
- Listen
- Don't interrupt

Handling specific objections:

- Valid: agree and counter
- Invalid: explain why not true (straight denial)

2.5.4 Converting features to benefits

- Features and benefits – What's In It For Me? (WIIFM)

2.5.5 Basic closing

- Buying signals
- Ask for order
- Summarise and ask for order

2.5.6 Written communications:

- Letters
- Memos
- Simple report writing
- Emails
- The importance of referencing

## Unit 2 Selling in a Customer-Focused Organisation

### *Learning Outcomes*

### *Indicative Content*

On completion of this Unit the candidate should be able to:

2.6 Demonstrate effective use of time

2.6.1 Planning your day:

- Allocating time for tasks
- Prioritising
- Diary planning

2.7 Write a personal SWOT

2.7.1 Develop a personal SWOT

- Strengths
- Weaknesses
- Opportunities
- Threats

### **Unit 2 Assessment**

All options will be set by the ISMM and marked by the centre using a mark scheme supplied by the ISMM. The centre's marking will then be externally moderated by the ISMM.

The assignment has two Options:

- A sales role play (Option A);
- The production of slides and notes for a short presentation (Option B).

This assessment forms 100% of the overall qualification.