
Overview

This unit is about the activities involved within the sales cycle in matching products/services to customers' needs. It focuses upon face to face selling activity, and also applies to telephone contact. It includes generating sales leads, identifying customers' buying needs, promoting the features and benefits of relevant products/services, addressing queries/ objections and closing sales with mutually beneficial terms and conditions.

Who this unit is for

This unit is recommended for those involved in the selling of their organisation's products/services, but are not necessarily sales specialists. For example, such individuals might be 'general' managers within larger organisations, or managers and/or proprietors within small to medium sized organisations.

Related specialist units

Those seeking specialist standards offering greater depth regarding this area are referred to the following related MSSSB units:

Sales units

1. Generate and follow up sales leads
2. Sell products and services face-to-face
3. Manage and facilitate case negotiations
4. Handle objections and close sales
5. Demonstrate compliance with legal, regulatory and ethical requirements

Details of these units can be accessed via <www.msssb.org>

CFAMSSNS16

Sell products and services to customers

Performance criteria

You must be able to:

- P1 contact customers identified as sales leads, accessing those who can make buying decisions
- P2 identify customer requirements through careful questioning, checking for understanding and summarising their buying needs and interests
- P3 identify the key features and associated benefits of your relevant products/services, relating these to the needs identified
- P4 discuss and assess with the customer those of your products/services which are suitable for their needs
- P5 evaluate potential trade-offs, whereby particular aspects of the product/services' package might be enhanced whilst others of lesser importance might be reduced, that will be beneficial both to the customer and to your organisation
- P6 provide accurate information and make proposals regarding products/services and pricing, where relevant, that meet the customer's requirements
- P7 explore any queries or objections raised by the customer and identify any reasons holding the customer back from agreeing the sale
- P8 identify and prioritise any concerns, and provide evidence to the customer of the strengths of your organisation and its products/services relevant to addressing the concerns
- P9 check that the customer agrees how any concerns can be overcome
- P10 interpret verbal and non-verbal buying signals given by the customer and act upon them accordingly in progressing towards closing the sale
- P11 close the sale by gaining the commitment of the customer
- P12 agree future contact arrangements, including post-sales calls to confirm customer satisfaction where relevant
- P13 record all required details accurately and clearly
- P14 fulfil all relevant legal, regulatory and ethical requirements

CFAMSSNS16

Sell products and services to customers

Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 the difference between influencers and decision makers and their relative roles in the decision making process
- K2 the key stages in the sales-cycle, and how to use this effectively in structuring the sales approach
- K3 the importance of listening effectively, and of confirming understanding
- K4 the importance of effective questioning techniques and how to use these
- K5 the difference between features and benefits, and how to use these effectively in selling
- K6 the typical range of behaviours displayed by customers, including body language, and how to respond to these constructively in a sales situation
- K7 typical objections that can arise in a selling situation, including the difference between sincere and insincere objections, and how to manage these effectively
- K8 effective methods for closing sales

You need to know and understand:

Industry/sector specific knowledge and understanding

- K9 legal, regulatory and ethical requirements impacting upon selling in your sector

You need to know and understand:

Context specific knowledge and understanding

- K10 your organisation's sales plans and objectives, including its target market, key customers and their requirements from your products/services
- K11 your organisation's products/services, and their features and benefits
- K12 your organisation's structure and lines of decision-making
- K13 competitor sales activities, and key features of their products/services
- K14 your own sales targets and plans for achieving these
- K15 your organisation's sales process and procedures, including recording requirements
- K16 available literature and materials to support the selling process

CFAMSSNS16

Sell products and services to customers

Additional Information

Behaviours

1. You present information clearly, concisely, accurately and in ways which promote understanding
2. You show respect for the views and actions of others
3. You work towards 'win-win' solutions
4. You keep promises and honour commitments
5. You work to develop an atmosphere of professionalism and mutual trust

CFAMSSNS16

Sell products and services to customers

Developed by CFA Business Skills @ Work

Version number 1

Date approved November 2007

Indicative review date November 2009

Validity Current

Status Original

Originating organisation MSSSB

Original URN S16

Relevant occupations Agriculture, Horticulture and Animal Care; Business, Administration and Law; Information and Communication Technology; Arts, Media and Publishing; Health, Public Services and Care; Medicine and Dentistry; Nursing and Subjects and Vocations Allies; Health and Social Care; Public Services; Child Development and Well Being; Agriculture; Horticulture and forestry; Animal care and veterinary science; Environmental conservation; Professional Occupations; Managers and Senior Officials; Information and Communication Technology; Research Professionals; Librarians and Related Professionals; Engineering Professionals; Science Professionals; Database Administration; Software Development; Systems Support; Local Area Archives; Microfilm and Microfiche Technician; Associate Professionals and Technical Occupations; Corporate Managers and Senior Officials; Microsoft Certified Professional; Application Support; Business Analyst; Managers and Proprietors in Hospitality ; ICT for practitioners; ICT for users; Science and mathematics; Science; Mathematics and statistics; Engineering and manufacturing technologies; Engineering; Manufacturing technologies; Transportation operations and maintenance; Construction, planning and the built environment; Architecture; Building and construction; Urban, rural and regional planning; Retail and commercial enterprise; Retailing and wholesaling; Warehouse and distribution; Service enterprises; Hospitality and catering; Leisure, travel and tourism; Sport, leisure and recreation; Travel and tourism; Performing Arts; Crafts, creative arts and design; Media and communication; Publishing and information services; History, philosophy and theology; History; Archaeology and archaeological sciences; Philosophy; Theology and religious studies;

CFAMSSNS16

Sell products and services to customers

Social sciences; Geography; Sociology and social policy; Politics; Economics; Anthropology; Language, literature and culture; Languages, literature and culture of the; Other languages, literature and culture; Linguistics; Education and training; Teaching and lecturing; Direct learning support; Preparation for life and work; Foundations for learning and life; Preparation for work; Accounting and finance; Administration; Business management; Marketing and sales; Law and legal services; Production Managers; Functional Managers; Quality and Customer Care Managers; Financial Institution and Office Manager; Managers in Distribution, Storage and Re; Protective Service Officers; Health and Social Services Officers; Managers in Farming, Horticulture, Forest; Managers and Proprietors In Other Services; Health Professionals; Teaching Professionals; Legal Professionals; Business and Statistical Professionals; Architects, Town Planners and Surveyors; Public Service Professionals; Science and Engineering Technicians; Draught persons and Building Inspectors; IT Service Delivery Occupations; Health Associate Professionals; Therapists; Social Welfare Associate Professionals; Protective Service Occupations; Artistic and Literary Occupations; Design Associate Professionals; Media Associate Professionals; Sports and Fitness Occupations; Administration and Secretarial Occupations; Government and Related Organisations; Finance; Records; Communications; General; Secretarial and Related Occupations; Skilled Trades Occupations; Skilled Agricultural Trades; Metal Forming, Welding and Related Trade; Metal Machining, Fitting and Instrument ; Vehicle Trades; Electrical Trades; Construction Trades; Building Trades; Textile and Garment Trades; Printing Trades; Food Preparation Trades; Skilled Trades NEC; Personal Service Occupations; Healthcare and Related Personal Services; Childcare and Related Personal Services; Animal Care Services; Leisure and Travel Service Occupations; Hairdressers and Related Occupations; Housekeeping Occupations; Personal Services Occupations NEC; Sales and Customer Services Occupations; Sales Assistants and Retail Cashiers; Sales Related Occupations; Customer Service Occupations; Process, Plant and Machine Operatives; Process Operatives; Plant and Machine Operatives; Assemblers and Routine Operatives; Construction Operatives; Transport Drivers and Operatives; Mobile Machine Drivers and Operatives; Elementary Occupations; Elementary Agricultural Occupations; Elementary Construction Occupations; Elementary Process Plant Occupations; Elementary Goods Storage Occupations; Elementary Administration Occupations; Elementary Personal Services Occupations; Elementary Cleaning Occupations; Elementary Security Occupations; Elementary Sales Occupations; Transport Associate Professionals; Legal Associate Professionals; Business and Finance Associate Professionals; Sales and Related Associate Professional; Conservation Associate Professionals; Public Service and Other Associate Professionals

CFAMSSNS16

Sell products and services to customers

Suite

Marketing and Sales Standards for non-specialists

Key words

sell products and services to customers