
Overview

This standard is about the activities involved within the sales cycle in matching products and services to customers' needs.

This standard is relevant to those involved in selling their organisation's products and 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.

This standard links with the other standards in key area *FC Manage sales*.

**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 and services, relating these to the needs identified.
- P4 Assess with the customer which of your products and services are suitable for their needs.
- P5 Evaluate potential trade-offs, whereby particular aspects of the product or service's package might be enhanced whilst others of lesser importance might be reduced, which may be beneficial both to the customer and to your organisation.
- P6 Provide accurate information regarding products, services and prices.
- P7 Make proposals to match the customer's requirements.
- P8 Explore any queries or objections raised by the customer and identify any reasons holding the customer back from agreeing the sale.
- P9 Identify and prioritise any concerns the customer may have.
- P10 Provide evidence of the strengths of your organisation and its products and services to address any concerns the customer may have.
- P11 Check that the customer agrees how any concerns can be overcome.
- P12 Interpret verbal and non-verbal buying signals given by the customer and act upon them accordingly in progressing towards closing the sale.
- P13 Close the sale by gaining the commitment of the customer.
- P14 Agree future contact arrangements, including post-sales calls to confirm customer satisfaction where relevant.
- P15 Record all required details accurately and clearly.
- P16 Fulfil all relevant legal, regulatory and ethical requirements.

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 and services.
- K11 Your organisation's products and services, their features and potential benefits.
- K12 Your organisation's structure and lines of decision-making.
- K13 Competitor sales activities, and key features of their products and services.

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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.

Behaviours

When performing to this standard, you are likely to demonstrate the following behaviours:

- 1 Encourage, generate and recognise innovative solutions
- 2 Find practical ways to overcome obstacles
- 3 Listen actively, ask questions, clarify points and restate or rephrase statements to check mutual understanding
- 4 Present information clearly, concisely, accurately and in ways that promote understanding
- 5 Show empathy with others' needs, feelings and motivations and take an active interest in their concerns
- 6 Show respect for the views and actions of others
- 7 Demonstrate a clear understanding of different customers and their real and perceived needs
- 8 Prioritise objectives and plan work to make the effective use of time and resources
- 9 Seek to understand people's needs and motivations
- 10 Communicate clearly the value and benefits of a proposed course of action
- 11 Work towards 'win-win' solutions
- 12 Honour your commitments to others
- 13 Respond positively and creatively to setbacks

Skills

When performing to this standard, you are likely to demonstrate the following skills:

- Assessing
- Communicating
- Empathising
- Information management
- Innovating
- Negotiating
- Obtaining feedback
- Persuading
- Presenting information
- Prioritising
- Problem solving
- Questioning
- Reflecting
- Thinking with a focus on customers

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