CFAS7.1
Generate and follow up sales leads

Overview

This unit is an integral part of the sales cycle. It involves making initial contact with sales leads through a variety of different methods and establishing their needs. You need to advise potential customers of any products that may interest them and take the opportunity to promote further related products to them.

You need to obtain and record information about the contact you have with customers. This will include their buying needs and any further action required. You should also collect relevant information about other suppliers. Most of all you should discover whether a customer's interests suggest that there may be an opportunity for up selling or cross selling.

This unit is suitable for face-to-face selling, telesales and online selling

This unit is for; Sales Team Leaders and Sales Executives

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Performance criteria

You must be able to:

P1	Contact customers who have been identified as sales leads and establish initial communication
P2	Obtain access to the person who can make buying decisions
P3	Identify and confirm your customer’s interest in particular products or services
P4	Make further contact with your customer to interest them in your organisation’s products or services
P5	Maintain clear records of contact with customers and any further action which may be required
P6	Identify the reasons why customers have an actual or potential interest in particular products or services and clarify opportunities for selling, up-selling and cross-selling
P7	Explain the features and benefits of products or services to customers
P8	Respond effectively to your customer’s queries, ensuring that any objections are handled, or alternative products or services are offered
P9	Provide details about the possible terms of sales
P10	Convert cold prospects to warm prospects by securing agreement to further contact with a specific sales agenda
P11	Inform colleagues about possible opportunities for cross-selling and up-selling
P12	Pass information about customers and their business needs promptly and accurately to appropriate people within your organisation

Knowledge and understanding

You need to know and understand:

K1 how to obtain access to key decision makers
K2 the most effective ways of contacting different types of customers
K3 how to identify and collect information about customers and competitors
K4 how to pursue opportunities for further contact with customers
K5 the purpose of maintaining sales leads information at all stages and how to update systems recording systems
K6 how to share information on customers with key people in your organisation
K7 how the information provided by customers is assessed for potential up-selling and cross-selling
K8 the difference between benefits and features in the context of selling and how to highlight them both
K9 how to provide alternative solutions to customer problems
K10 how to handle customer queries and objections

You need to know and understand:

Industry/sector specific knowledge and understanding

K11 industry practices relating to creation and following up of leads
K12 legislation and regulation relating to generating and following up sales leads in your industry/sector
K13 competitive practice in your sector
K14 ethical codes of conduct relating to the generating and following-up of leads in your industry/sector

You need to know and understand:

Context specific knowledge and understanding

K15 organisational sales strategies, sales plans and sales activity plans
K16 customer segmentation strategies implemented by your organisation
K17 organisational practices for acquiring contact lists and databases
K18 how to access records of customers who have high order value potential or up-selling and cross-selling opportunities
K19 organisational procedures for recording customer information
K20 practices relating to sharing of customer information across your organisation
K21 the terms of sale available to customers
K22 the information you can give customers including price and service features
K23 when to refer customers to specialist sales teams or account managers
K24 who to inform about unsuccessful and unfruitful leads
K25 organisational procedures for recording information about customers' buying needs

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Additional Information

Behaviours

1. you are customer focused at all times
2. you actively pursue further contact with the customers
3. you conduct sales business with your customer in a way which promotes goodwill and positive thinking
4. you remain sensitive to the needs of your customer at all times
5. you demonstrate a knowledge of the features and benefits of your products or services
6. you use effective questioning and listening techniques to establish customer interest
7. you exploit sales opportunities
8. you are not afraid to say no to unreasonable customer requests

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