

## CFAS7.2

### Sell products or services face-to-face



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#### Overview

This unit is about selling to customers face to face. Some contact with your customers may be via telephone, e-mail or in writing but successful performance in this unit involves direct contact with customers.

The unit aims to encourage sales performance in a number of areas but in particular after initial contact has been made with customers. The unit includes identifying your customer's buying needs, promoting benefits and features of your organisation's products and services, responding to and resolving customer objections and agreeing mutually beneficial terms and conditions.

The unit also requires you to pick up and respond to verbal and non-verbal buying signals, both negative and positive, as well as demonstrating good levels of knowledge and understanding of your organisation's products and services.

#### Who is this unit for?

Sales Executives and Sales Team Leaders

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#### Performance criteria

- You must be able to:*
- P1 Identify customer requirements through the use of careful questioning and confirm them by summarising their buying needs and interests
  - P2 Identify products or services which match your customer's needs and confirm with your customer that they are suitable
  - P3 Interpret buying signals which are given by your customer and act on them to progress sales
  - P4 Structure the face to face sales discussion effectively to include an overview of key features and benefits of products and services and give your customer the opportunity to fully discuss and assess them
  - P5 Provide your customer with materials to support the promotion of products or services
  - P6 Evaluate potential trade-offs that will be mutually beneficial to your customer and to your organisation
  - P7 Record, analyse and act on any area in which your product or service does not meet your customer's requirements
  - P8 Give your customer clear information and make proposals that meet their requirements
  - P9 Obtain the support of colleagues when looking to overcome customer objections and meet customer needs
  - P10 Close the sale by gaining the commitment of your customer and complete the formalities of the sale following organisational procedures

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#### Knowledge and understanding

*You need to know and understand:*

#### General knowledge and understanding

- K1 How to structure and progress sales contacts
- K2 The differences between proactive and reactive selling
- K3 Techniques that can be applied when selling in face-to-face situations, including cross-selling, up-selling and the sale of add-ons
- K4 Methods for assessing maximum and minimum returns and how to prioritise development of leads according to potential value and probability of closure
- K5 Verbal and non-verbal listening and questioning techniques suitable for selling in face-to-face situations
- K6 The differences between benefits and features and how to sell them effectively
- K7 How to involve your prospect in reaching a solution to any sales problem
- K8 Methods for recording messages accurately and ensuring they are dealt with by appropriate people promptly
- K9 The range of behaviours displayed by customers and how to manage them constructively
- K10 How to overcome customers' objections sensitively and constructively and how to respond effectively to their queries
- K11 Effective methods for closing sales
- K12 How to evaluate and measure the success of face-to-face sales contacts

#### Sector/industry specific knowledge and understanding

*You need to know and understand:*

- K13 Legal, regulatory and ethical constraints relating to selling in your sector/industry
- K14 Organisational and sector regulatory requirements and practices relating to selling
- K15 Competitive practices and activities

#### Context specific knowledge and understanding

*You need to know and understand:*

- K16 Organisational objectives and plans for face-to-face sales contacts
- K17 The structure of your organisation and its products or services
- K18 Organisational policies and procedures relating to your products or services
- K19 Your organisation's target market and all its significant features
- K20 Competitor activities, products and services and latest developments in your organisation's markets
- K21 Sales targets for your own area of responsibility and limits of your

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- personal authority
- K22 Processes for recording customer call information and follow-up activities
- K23 Who to communicate with about important information relating to customer calls
- K24 Your organisation's requirements for closing sales and securing orders
- K25 Customer and prospect feedback activities and how to channel the information effectively
- K26 Available literature and support materials for the selling process
- K27 Who to go to in order to secure effective sales support for customers

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#### Additional Information

##### Behaviours

1. You are customer focused at all times
2. You show respect for customers and understand and empathise with their views
3. You avoid prejudging customers based on appearance, behaviour and communication
4. You are honest, sincere and ethical in your chosen sales approach
5. You communicate articulately and effectively, listen actively and adopt an appropriate communication strategy for each customer
6. You demonstrate an in-depth knowledge and understanding of products and services on offer
7. You use the most effective questioning technique for your sales situation
8. You adapt to different audiences and their requirements
9. You work with other sales team members to avoid duplication of tasks and to maximise sales opportunities

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**Relevant occupations** 1132 Marketing and Sales Managers; 3542 Sales Representatives  
7113 Telephone Salespersons; 7129 Sales Related Occupations  
n.e.c.

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**Suite** Sales 2010

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**Key words** Sales; selling; communication; products; services