CFASAL016
Generate new opportunities and qualify leads

Overview

This standard 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 and/or services that may interest them and take the opportunity to promote further related products and/or services 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 standard is for sales professionals.

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 the customer's interest in particular products and/or services

P4 make further contact with the customer to interest them in the organisation's products and/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 and/or services and clarify opportunities for selling, up-selling and cross-selling

P7 explain the features and benefits of products and/or services to customers

P8 respond effectively to the customer's queries, ensuring that any objections are handled, or alternative products and/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, or qualify out

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 the organisation

Knowledge and understanding

You need to know and understand:

K1 legislation, regulation and ethical codes of conduct relating to generating and qualifying sales leads

K2 organisational sales strategies, sales plans and sales activity plans

K3 organisational processes and procedure relating to generating and qualifying sales leads

K4 how to obtain access to key decision makers

K5 the most effective ways of contacting different types of customers

K6 how to identify and collect information about customers and competitors

K7 how to pursue opportunities for further contact with customers

K8 the purpose of maintaining sales leads information at all stages and how to update systems recording systems

K9 how to share information on customers with key people in the organisation

K10 how the information provided by customers is assessed for potential up-selling and cross-selling

K11 the difference between benefits and features in the context of selling and how to highlight them both

K12 how to provide alternative solutions to customer problems

K13 how to handle customer queries and objections

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