
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 who sell products and/or services face-to-face, including door-to-door selling.

**Performance
criteria**

- You must be able to:
- P1 identify customers and prospects to contact and prepare a call plan, or work from a prescribed call plan
 - P2 prepare and/or assemble sales materials and sales angles for use during contact with the customer
 - P3 make contact with the customer, taking account of health, safety and security requirements appropriate to the particular sales situation
 - P4 identify customer requirements through the use of careful questioning and confirm them by summarising their buying needs and interests
 - P5 identify products and/or services which match the customer's needs and confirm with the customer that they are suitable
 - P6 stress unique selling points and points of differentiation
 - P7 interpret buying signals which are given by the customer and act on them to close each stage of the sale
 - P8 structure the face- to-face sales discussion to include an overview of the value of products and/or services and give the customer the opportunity to fully discuss and assess them
 - P9 provide the customer with materials to support the promotion of products and/or services
 - P10 evaluate potential trade-offs that will be mutually beneficial to the customer and to the organisation
 - P11 record, analyse and act on any area in which the product and/or service does not meet the customer's requirements
 - P12 give the customer clear information and make proposals that meet their requirements
 - P13 overcome customer objections and meet customer needs
 - P14 look for potential add-on, up-selling or cross-selling opportunities prior to closing the sale
 - P15 take opportunities to develop a positive relationship with customers and identify and pursue further customer contact
 - P16 close the sale by gaining the commitment of the customer and complete the formalities of the sale following organisational procedures

Knowledge and understanding**You need to know and understand:**

- K1 legal, regulatory and ethical constraints relating to the particular sales situation
- K2 organisational procedures and practices relating to selling
- K3 health, safety and security requirements and procedures used in different sales situations
- K4 organisational objectives and plans for face-to-face sales contacts
- K5 competitor activities, products and/or services and latest developments in the organisation's markets
- K6 how to structure and progress sales contacts
- K7 the differences between proactive and reactive selling
- K8 how to develop a sales call plan
- K9 techniques that can be applied when selling in face-to-face situations, including cross-selling, up-selling and the sale of add-ons
- K10 methods for assessing maximum and minimum returns and how to prioritise development of leads according to potential value and probability of closure
- K11 verbal and non-verbal listening and questioning techniques suitable for selling in face-to-face situations
- K12 the value of products and/or services and how to sell them
- K13 unique selling points and points of differentiation and how to stress them
- K14 how to involve the prospect in reaching a solution to any sales problem
- K15 the range of behaviours displayed by customers and how to manage them constructively
- K16 how to overcome customers' objections sensitively and constructively and how to respond effectively to their queries
- K17 methods for closing sales, at the different stages of a sale
- K18 how to evaluate and measure the success of face-to-face sales contacts

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Sell products and/or services face-to-face



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