
Overview

This standard is about identifying, developing and closing sales using the telephone or other available technologies, such as digital or social media, e-mail or video conferencing facilities. It covers both inbound and outbound selling. The standard includes identifying your customer's buying needs, promoting benefits and features of your organisation's products and/or services, responding to and resolving customer objections and agreeing mutually beneficial terms and conditions. The standard also requires you to demonstrate good levels of knowledge and understanding of your organisation's products and/or services. This standard is for sales professionals who sell products and/or services remotely.

**Performance
criteria**

- You must be able to:
- P1 identify the objectives for selling products and/or services both by making and receiving contact with or from customers
 - P2 use lists or leads provided by the organisation and prospect those most likely to produce sales
 - P3 assess the potential of prospects and prioritise contact according to value and probability of closure
 - P4 plan sales contacts, identifying how to obtain customer information and relay key sales messages
 - P5 where appropriate, select the most appropriate form of contact with the customer
 - P6 use structured questions to obtain information from prospective customers about their needs
 - P7 use structured questions to explain the major benefits of using key products and/or services and to demonstrate their compatibility with features and functions
 - P8 explain the value of the products and/or services, interpret the prospect's reaction to those and decide how best to progress the sale
 - P9 stress unique selling points and points of differentiation
 - P10 interpret buying signals which are given by the customer and act on them to close each stage of the sale
 - P11 deal with customer queries and objections with clear and accurate responses
 - P12 ensure that communication is appropriate to the form of contact in use
 - P13 agree the basis of the customer's interest and their overall requirements
 - P14 look for potential add-on, up-selling or cross-selling opportunities prior to closing the sale
 - P15 gain a commitment from the customer and close the sale
 - P16 take opportunities to develop a positive relationship with customers and identify and pursue further customer contact
 - P17 provide customer feedback and reaction to products and/or services to appropriate people in the organisation

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

- K1 legal, regulatory and ethical constraints relating to sales using the telephone or other technologies and the purchase and use of contact lists
- K2 regulatory requirements relating to the completion of customer transaction documentation
- K3 organisational procedures and practices relating to selling
- K4 the importance of protecting the company brand, image and reputation in sales situations
- K5 organisational objectives and plans for telephone sales contacts
- K6 competitor activities, products and/or services and latest developments in the organisation's markets
- K7 the sales cycle and how it helps sales team members to structure and progress their sales contacts
- K8 the differences between inbound and outbound selling
- K9 the different situations in which remote selling is appropriate and the advantages and disadvantages of selling by telephone or other technologies
- K10 the differences between proactive and reactive selling
- K11 techniques that can be applied when selling remotely, including cross-selling, up-selling and selling add-ons
- K12 methods for assessing maximum and minimum potential and how to prioritise contact according to value and probability of closure
- K13 verbal, non-verbal, listening and questioning techniques suitable for selling remotely
- K14 how to operate the telephone system and other technologies that are available within the organisation
- K15 how to select the most appropriate form of contact for the customer
- K16 the appropriate forms of etiquette when using social media or other technologies
- K17 the value of the products and/or services and how to sell them
- K18 unique selling points and points of differentiation and how to stress them
- K19 how to involve the prospect in developing and closing a sale
- K20 the range of behaviours displayed by customers and how to manage them

constructively

- K21 how to overcome customers' objections sensitively, constructively and effectively
- K22 methods for closing sales at the different stages of a sale
- K23 how to evaluate and measure the success of sales contacts

CFASAL018
Sell products and/or services remotely



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