

Overview

This standard is about the activities involved within the sales cycle in matching products and services to customers' needs.

This standard is relevant to those involved in selling their organisation's products and services, but are not necessarily sales specialists. For example, such individuals might be 'general' managers within larger organisations, or managers and/or proprietors within small to medium-sized organisations.

Performance criteria

You must be able to:

1. identify customers' requirements through careful questioning, checking for understanding and summarising their buying needs and interests
2. identify key features and associated benefits of your relevant products and services, relating these to needs identified
3. assess with customers which products and services are suitable to meet their needs
4. provide accurate information on products, services and prices following standard operating procedures
5. make proposals to match customer's requirements following standard operating procedures
6. explore any queries or objections raised by customers and identify any reasons holding customers back from agreeing sales
7. identify and prioritise any concerns customers may have
8. provide evidence of strengths of your organisation and its products and services to address any concerns customers may have
9. check customers agree how any concerns can be overcome
10. interpret verbal and non-verbal buying signals given by customers and act upon them accordingly in progressing towards closing sales
11. close sales by gaining the commitment of customers
12. agree future contact arrangements, including after-sales calls to confirm customer satisfaction where relevant
13. record all required details following standard operating procedures
14. fulfil all relevant legal, regulatory and ethical requirements

Knowledge and understanding

You need to know and understand:

1. key stages in sales cycle, and how to use this effectively in structuring the sales approach
2. importance of listening effectively and confirming understanding
3. importance of effective questioning techniques and how to use these
4. difference between features and benefits and how to use these effectively
5. typical range of behaviours displayed by customers, including body language and how to respond to these constructively in a sales situation
6. typical objections that can arise in a selling situation, including difference between sincere and insincere objections, and how to manage these effectively
7. effective methods for closing sales
8. legal, regulatory and ethical requirements impacting upon selling fitted furniture
9. your organisation's sales plans and objectives, including target market, key customers and their requirements from your products and services
10. your organisation's products and services, their features and potential benefits
11. your organisation's structure and lines of decision-making
12. competitor sales activities, key features of their products and services
13. your own sales targets and plans for achieving these
14. your organisation's sales process and procedures, including recording requirements
15. available literature and materials to support the selling process

Sell products and services

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Suite	Fitted Furniture Installation
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