

## Overview

This standard covers the skills and knowledge required to sell wood fuel products to customers. It involves relaying the benefits of products to customers, negotiating terms and preparing and agreeing supply contracts. It also covers seeking out tendering opportunities and preparing tenders.

It can be used to sell wood chips, wood pellets, wood briquettes, firewood or charcoal to end users or retailers.

## Performance criteria

### *You must be able to:*

1. comply with health and safety requirements and procedures at all times
2. decide if wood fuel products should be sold by weight volume or energy value to meet customers requirements
3. identify customers' requirements, needs and interests in your wood fuel products following standard operating procedures
4. make proposals regarding wood fuel products and pricing that meet customer and organisational requirements
5. present accurate information about products and services, and any relevant promotional materials, in a way that generates further interest
6. determine features and benefits of your wood fuel products that match customers' requirements clearly and accurately
7. identify quality standards, assurance and recognition marks associated with wood fuel products
8. include details of quality standards, assurance and recognition marks on sales paperwork following standard operating procedures
9. give customers opportunity to seek clarification on features and value of your wood fuel products
10. interpret and act on buying signals given by customers to progress sales
11. reach agreement on terms of sale that meets both customers' and your organisation's requirements
12. complete all necessary documentation, including formal quotations following standard operating procedures
13. give customers advice on transportation, storage and use of wood fuel products relevant to them
14. pass information about successful sales to relevant people following standard operating procedures
15. make sales in line with business, legal and ethical requirements
16. use customers feedback, reaction and objections to adapt future marketing and sales practice following standard operating procedures

## Knowledge and understanding

*You need to know and understand:*

1. legal duties for health and safety in the workplace and legislation covering your job role
2. relevant legislation and requirements relating to clean wood fuels
3. comparative features, and benefits of wood fuel products you are selling and those you are not
4. promotional and sales activity of other organisations selling similar or competing wood fuel products
5. your organisation's sales targets, target market, key customers and their requirements
6. current and future availability of wood fuel products in your organisation
7. wood fuel's sustainability credentials and the benefit of using sustainably produced wood fuel and how this benefits woodland management
8. carbon saving of wood fuel product in comparison to gas, oil coal or electricity
9. wood fuel considered appropriate for cooking and its benefits
10. how buying from a local quality assured supply helps the local economy and supports local jobs
11. benefits of using recycled or reclaimed wood
12. how to tie sales activities in with seasonal demand for wood fuel products
13. difference between reactive and proactive selling
14. how to get sales leads including tendering opportunities
15. available literature and materials to support the selling process
16. how to present information clearly and in a way that engages potential customers
17. how selling to a business differs from selling to individuals
18. how to structure and progress sales and recognise buying signals
19. typical objections that can arise to wood fuel products and how to respond to them
20. how to question, listen and respond sensitively and constructively
21. previous needs and interests expressed by customers in particular types of wood fuel
22. sales paperwork, records and systems for recording and processing sales
23. legal and business procedures or constraints on sales

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24. how to interpret customers' feedback and reaction to wood fuel products

## Sell wood fuel products

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<b>Developed by</b>	NSAFD
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<b>Version Number</b>	2
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<b>Date Approved</b>	January 2019
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<b>Validity</b>	Current
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<b>Status</b>	Original
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<b>Originating Organisation</b>	Proskills
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<b>Original URN</b>	PROWFP8
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<b>Relevant Occupations</b>	Furniture Makers and Other Craft Woodworkers
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<b>Suite</b>	Wood Fuel
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<b>Keywords</b>	Wood; fuel; selling; products
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