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## **Level 1 Award in Basic Sales Skills (1A11)**

500/3527/7

Syllabus

## **Programme Overview**

This is a full programme based on the knowledge and skills required for a trainee or junior sales role. There is one compulsory Unit (of 30 Guided Learning Hours and 60 Notional Learning Hours).

This syllabus states the Learning Outcomes and Indicative Content for the Unit.

The unit is mapped against the relevant Marketing and Sales Standards Setting Body (MSSSB) standards and against the following Qualifications and Curriculum Authority (QCA) Key Skills criteria:

- Communication (C)
- Application of number (N)
- Information technology (IT)
- Working with others (WO)
- Improving own learning and performance (LP)
- Problem solving (PS)

The unit is assessed through an externally marked assignment set by the ISMM.

Achievement at Level 1 reflects the ability to use relevant knowledge, skills and procedures to complete routine tasks. It includes responsibility for completing tasks and procedures subject to direction or guidance.

## **Aims and Objectives**

The Level 1 Award in Basic Sales Skills aims to give candidates a basic understanding of the sales role and sales skills.

The course objectives are to:

- outline the functions of selling in different contexts and introduce the concept of ethical behaviour in selling;
- describe the elements of a three stage sales cycle;
- make candidates aware of factors influencing customers' purchasing decisions;
- have the knowledge of how to 'sell' themselves.

## Entry Requirements

There are no formal entry requirements but where intending learners do not have the required level of literacy and numeracy, centres may provide support before the start of the course. Sponsored and unsponsored learners are equally eligible.

## Age Groups

The Level 1 Award has been approved for use with the following age groups:

- Pre-16
- 16-19
- 19+

## Progression

Successful candidates may benefit from career enhancement or may progress to any of the further qualifications listed below, according to their circumstances:

- ISMM L2 Award in Sales and Marketing
- ISMM L2 Certificate in Sales and Marketing
- ISMM L2 Certificate in Sales Administration
- Other ISMM qualifications at levels 2, 3, 4, 5 and/or 6
- Any other qualification at a suitable level within or outside the National Qualifications Framework.

## Structure

All candidates are required to study the entire unit.

## Learning and Development

The total Guided Learning Hours (GLH) for the programme are 30; assessment time and self study are additional to this time. The total Notional Learning Hours (NLH) for the programme, including assessment time and self study, should be no more than 60 hours.

Flexible modes of delivery may be used to suit the requirements of participants, sponsors and centres. Delivery may include elements of open, distance and/or online learning.

## Assessment

Each candidate must complete one written assignment comprising a number of questions requiring short to medium-length answers. Multiple-choice, sequencing and gap-filling questions may also be used.

The assignment may be taken on line.

## Grading

The unit is graded Pass/Fail.

The L1 Award qualification is graded Pass/Fail.

## Performance Figures

Performance figures are derived solely for use in compiling School Achievement and Attainment tables and are an indication of the level of attainment for a qualification in relation to other qualifications within the National Qualifications Framework.

A Pass grade in the Level 1 Award contributes **5%** towards the Achievement and Attainment Table threshold at Level 1.

## Equality of Opportunity

The ISMM endeavours both in setting the structure and content of qualifications, and in its processes and arrangements for assessment and awarding, to:

- ensure access and equality of opportunity wherever possible without affecting the integrity of the qualification;
- not create unnecessary barriers to achievement;
- guarantee fair assessment for all candidates, including those with particular assessment requirements.

Centres should refer to the latest copy of the ISMM *Qualification Administration Handbook* for guidance on arrangements for reasonable adjustments and special consideration.

Where work is externally marked, any special circumstances should be notified to the ISMM using the Special Consideration form. The advice of the ISMM should be sought as early as possible in the course.

## Unit 1 Foundation Sales Skills

### *Learning Outcomes*

### *Indicative Content*

On completion of this unit the candidate should be able to:

**1** Know the key functions of the sales role.

**1.1** Key functions should include:

- Satisfying the customer
- Closing the sale
- Helping the sales person's organisation achieve its objectives
- Retaining customers
- Getting referrals and repeat business

**2** State the roles of a sales person in a variety of selling situations.

**2.1** Selling situations should cover:

- Retail sales
- Field sales
- Telemarketing (eg lead generation) / telesales (where the sale is concluded over the phone) / telephone sales support (eg order processing/follow-up)
- Order taking

**3** Know the importance of ethics in selling.

**3.1** The positive qualities for ethical selling

- Truth
- Honesty
- Professionalism

**3.2** Negative practices to be avoided:

- Using hard sales techniques
- Discrediting competitors
- Unprofessional behaviour

## Unit 1      Foundation Sales Skills

### *Learning Outcomes*

On completion of this unit the candidate should be able to:

**4**            Recognise buyer behaviour.

### *Indicative Content*

**4.1**      Basic influences on customers' buying behaviour:

- Difference between needs and wants

**4.2**      The buying process:

- The AIDA model
  - Awareness/attention
  - Interest
  - Desire
  - Action

**4.3**      Internal (personal) influences on buyer behaviour:

- Demographics
- Situation (eg time, finances)
- Motives

**4.4**      External influences on buyer behaviour:

- Marketing by competitors
- Opinion formers and other influencers

## Unit 1      Foundation Sales Skills

### *Learning Outcomes*

On completion of this unit the candidate should be able to:

**5**            Recognise the elements of the 4P marketing mix.

### *Indicative Content*

**5.1**    Product:

- Features and benefits

**5.2**    Place:

- The way goods get to the market/distribution

**5.3**    Price:

- High
- Low
- Competitive

**5.4**    Promotion:

- Advertising
- Personal selling
- Sales promotion
- Direct marketing
- Publicity/public relations (including sponsorship)

## Unit 1 Foundation Sales Skills

### *Learning Outcomes*

On completion of this unit the candidate should be able to:

**6** Identify sales activities in the sales cycle.

### *Indicative Content*

#### **6.1** Pre-Sale:

- Finding potential customers/prospecting
- Making appointments
- Preparation
  - self
  - about the customer

#### **6.2** Sale:

- Rapport building/ice-breaking
- Need/problem identification
  - open and closed questions
  - listening
- Presentation
  - features and benefits
- Handling objections
- Closing the sale

#### **6.3** Post-Sale:

- Processing the order
  - Ensuring delivery of goods to the customer
  - Evaluating own performance
- Follow-up contact

## **Unit 1 Assessment**

This Unit is assessed through a written assignment comprising a series of questions requiring short to medium-length answers. Multiple-choice, sequencing and gap-filling questions may also be used.

The assessment may be taken online.

The assignment is externally marked by the ISMM.