

SFEDI[®] AWARDS THE AWARDING ORGANISATION
FOR ENTERPRISE

QUALIFICATION PURPOSE STATEMENT

**Level 6 Certificate In Managing a Culture of
Responsible Selling**

601/8622/7

WHO IS THIS QUALIFICATION FOR?

This vocational qualification is aimed at those who wish to gain an understanding of the concept of the management of ethical and responsible selling and how this can impact on both a business and the customers. The qualification will also support the understanding of how to plan and implement a sales and marketing strategy within an organisation.

The qualification develops knowledge regarding the legal, regulatory, ethical and socially responsible requirements relevant to sales and the impact that these have on the sales practices within a business. The qualification also supports the development of knowledge regarding how the structure and policies and procedures of a business can impact on a culture of responsible selling.

WHAT DOES THIS QUALIFICATION COVER?

This is a Regulated Qualifications Framework (RQF) qualification, containing 3 mandatory units. The minimum amount of time you will need to spend to complete your qualification is 210 hours.

The units cover:

Unit Title	Reference Number	Mandatory/ Optional	Unit Level	Credit Value	Guided Learning (hours)
Leadership and Management in Sales	J/508/3028	M	6	7	30
This unit will support the learner to be able to understand leadership in sales, understand management in sales, understand how to contribute to the direction of the organisation and be able to review own leadership and management skills.					
Leading a Culture for Responsible Selling	L/508/3029	M	6	7	35
This unit will support the learner to be able to understand the impact of a culture for responsible selling on a business, understand how to lead a culture for responsible selling and understand how to respond to challenges when implementing a culture for responsible selling.					
Planning and Implementing a Sales and Marketing Strategy	F/508/3030	M	6	7	30
This unit will support the learner to be able to understand sales and marketing strategy, understand strategic sales and marketing planning, understand the implementation of a sales and marketing strategy and understand the implementation of sales and marketing plans.					

HOW CAN I ACCESS THIS QUALIFICATION?

This qualification can be accessed via one of the SFEDI Awards approved delivery centres, the qualification is not available through an Apprenticeship, but you may be able to access help towards the costs of your learning via an Advanced Learner Loan.

SFEDI Awards applies to the relevant government organisations so that colleges and training providers are able to make use of public funding to support the delivery of our qualifications through learning loans, apprenticeships and the adult education budget as appropriate.

To see if this qualification is eligible for public funding you should speak with your college or training provider who will be best placed to advise you.

WHO SUPPORTS THIS QUALIFICATION?

In recognition of the development work and the knowledge and skills development provided by the qualification, the Institute of Enterprise and Entrepreneurs has agreed to provide one year's free study membership to any learner undertaking this qualification through SFEDI Awards.

This qualification is supported widely by the SFEDI Awards delivery network and particularly by:

New Anglia Growth Hub <http://www.newangliagrowthhub.co.uk/>
 Academy of Leadership and Management <http://www.academyim.co.uk/>

ARE THERE OTHER QUALIFICATIONS I COULD COMPLETE INSTEAD?

The table below outlines this qualification and possible follow on learning opportunities that are available through SFEDI Awards:

QUALIFICATION NAME	CREDIT VALUE	GUIDED LEARNING HOURS
Level 6 Certificate in Managing a Culture of Responsible Selling	16	95
Level 6 Certificate In the Management and Implementation of an Enterprise Venture	15	70
Level 7 Certificate In the Management and Implementation of an Enterprise Venture	13	63

Further information and support can be accessed by speaking to a member of the SFEDI Awards team.