

SFEDI[®] AWARDS THE AWARDING ORGANISATION
FOR ENTERPRISE

QUALIFICATION PURPOSE STATEMENT

Level 3 Certificate In Principles of Sales

601/8642/2

WHO IS THIS QUALIFICATION FOR?

This vocational qualification is aimed at those who wish to gain an understanding of sales and what is involved in working within a sales environment including the sales process, sales theory, techniques and targets.

It is ideal for those who wish to move into a career in sales as a first career or develop their knowledge in order to transfer into a sales role from an existing career.

WHAT DOES THIS QUALIFICATION COVER?

This is a Regulated Qualifications Framework (RQF) qualification, containing 4 mandatory units and 7 optional units. You will need to complete a minimum of 4 credits from the optional units with at least 2 credits being at Level 3. The minimum amount of time you will need to spend to complete your qualification is 170 hours.

The units cover:

Unit Title	Reference Number	Mandatory/ Optional	Unit Level	Credit Value	Guided Learning (hours)
Understanding Legal, Regulatory and Ethical Requirements in Sales or Marketing	D/508/3035	M	2	2	15
This unit will support the learner to be able to understand an organisation's procedures for dealing with legal, regulatory and ethical requirements relating to sales or marketing and understand the legal, regulatory and ethical limits of the sales or marketing role.					
Understanding the Sales Environment	L/508/3208	M	3	2	15
This unit will support the learner to be able to understand customer groups in the sales environment, understand sales communication techniques and understand time management in the sales environment.					
Understanding Sales Techniques and Processes	J/508/3210	M	3	4	30
This unit will support the learner to be able to understand buyer behaviour in sales situations, understand pricing for sales promotions, understand the implementation of sales plans and understand negotiation techniques in sales situations.					

Unit Title	Reference Number	Mandatory/ Optional	Unit Level	Credit Value	Guided Learning (hours)
Principles of Personal Responsibilities and How to Develop and Evaluate Own Performance at Work	L/508/3211	M	3	4	32
This unit will support the learner to be able to understand the employment rights and responsibilities of the employee and employer and their purpose, understand the purpose of health, safety and security procedures in a business environment, understand how to manage own work, understand how to evaluate and improve own performance in a business environment, understand the types of problems that may occur with own work and how to deal with them and understand the decision making process.					
Understanding Sales Targets	R/508/3033	M	2	2	13
This unit will support the learner to be able to understand how sales targets are calculated, understand the use of sales targets, understand how to collect sales-related data and understand how to evaluate sales performance.					
Understanding Business Awareness in Sales	L/508/3032	M	2	2	11
This unit will support the learner to be able to understand business issues in the sales environment, understand the importance of business news in the sales environment and understand the use of networking in sales.					
Principles of Presentations and Demonstrations in Sales	J/508/3031	M	2	2	15
This unit will support the learner to be able to understand how to prepare for a sales presentation or demonstration, understand how to deliver a sales presentation or demonstration and understand the role of evaluating sales presentations/demonstrations.					
Understanding the Relationship Between Sales and Marketing	K/508/2986	M	3	3	21
This unit will support the learner to be able to understand the impact of different organisational structures on sales and marketing functions, understand the interface between sales and marketing functions and understand the impact of sales and marketing on product development processes.					
Principles of Online Selling	H/508/2985	M	3	3	24
This unit will support the learner to be able to understand how to plan online selling, understand implementation issues in online selling and understand evaluation processes for online selling.					

Unit Title	Reference Number	Mandatory/ Optional	Unit Level	Credit Value	Guided Learning (hours)
Understanding Customers' Credit Worthiness for Sales Purposes	D/508/2984	M	3	2	16
This unit will support the learner to be able to understand the process of assessing customers' creditworthiness and understand how customers' ongoing credit status is monitored.					
Competitor Analysis in the Sales Environment	Y/508/2983	M	3	2	20
This unit will support the learner to be able to understand the use of sales-related information, understand the collection and storage requirements of sales-related information, understand the use of tools and methods for analysing quantitative and qualitative sales-related information and understand how the results of competitor analysis are used.					

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.academylm.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 3 Certificate in Principles of Sales	17	124
Level 3 Award in Principles of Social Media Advertising and Promotion	6	34
Level 3 Award in Understanding and Planning New Market Development	6	44
Level 3 Diploma in Sales	16	124
Level 5 Diploma in Sales	37	335
Level 6 Certificate in Managing a Culture of Responsible Selling	16	95

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