

**SFEDI<sup>®</sup> AWARDS** THE AWARDING ORGANISATION  
FOR ENTERPRISE

# QUALIFICATION PURPOSE STATEMENT

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**Level 3 Diploma In Sales**

**601/8621/5**

## 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.

The ability for any business to sell their products or service in the right way and to the right customer requires knowledge and skills and this qualification will help you develop those.

This qualification is for those who are already working within a sales role to further develop their knowledge and skills in order to aid their progression either within their current role or to allow them to apply for careers elsewhere that offer greater levels of responsibility within a sales function.

## WHAT DOES THIS QUALIFICATION COVER?

This is a Regulated Qualifications Framework (RQF) qualification, containing 2 mandatory units and 29 optional units from which you need to complete 31 credits. A minimum of 13 of these 31 credits need to be from group OC and a minimum of 22 of the 31 credits must come from Level 3 units. The minimum amount of time you will need to spend to complete your qualification is 370 hours.

The units cover:

Unit Title	Reference Number	Mandatory/ Optional	Unit Level	Credit Value	Guided Learning (hours)
<b>Negotiating, Handling Objections and Closing Sales</b>	<b>Y/508/2997</b>	<b>M</b>	<b>3</b>	<b>4</b>	<b>22</b>
This unit will support the learner to be able to understand how to handle objections and negotiate with the customer, be able to prepare for objections and negotiation with the customer, be able to handle objections, be able to negotiate with the customer and be able to close the sale following negotiation.					
<b>Understand the Legal, Regulatory and Ethical Requirements in a Sales or Marketing Role</b>	<b>D/508/2998</b>	<b>M</b>	<b>2</b>	<b>2</b>	<b>13</b>
This unit will support the learner to be able to understand the legal, regulatory and ethical requirements in a sales or marketing role and be able to comply with organisational policies and procedures for legal, regulatory and ethical requirements in a sales or marketing role.					

Unit Title	Reference Number	Mandatory/ Optional	Unit Level	Credit Value	Guided Learning (hours)
<b>Selling at Exhibitions</b>	<b>H/508/2999</b>	<b>OB</b>	<b>2</b>	<b>5</b>	<b>28</b>
This unit will support the learner to be able to understand how to assess the relevance of exhibitions for the organisation, understand how to prepare for and sell at exhibitions, be able to prepare for an exhibition, be able to sell at an exhibition and be able to evaluate own performance at an exhibition					
<b>Meeting Customers' After Sales Needs</b>	<b>J/508/3000</b>	<b>OB</b>	<b>2</b>	<b>3</b>	<b>14</b>
This unit will support the learner to be able to be able to investigate customer after sales needs, be able to handle customers' after sales needs and be able to review the after sales process					
<b>Time Planning in Sales</b>	<b>L/508/3001</b>	<b>OB</b>	<b>2</b>	<b>2</b>	<b>13</b>
This unit will support the learner to be able to understand how to manage and prioritise time in a sales role, be able to plan own time in a sales role and be able to evaluate time planning in a sales role.					
<b>Obtaining and Analysing Sales Related Information</b>	<b>R/508/3002</b>	<b>OB</b>	<b>3</b>	<b>4</b>	<b>24</b>
This unit will support the learner to be able to understand the uses of sales-related information, understand how to use tools and methods to analyse sales-related information, be able to obtain sales-related information about customers, markets and competitors and be able to use tools and methods to analyse sales-related information.					
<b>Obtaining and Analysing Competitor Information</b>	<b>Y/508/3003</b>	<b>OB</b>	<b>3</b>	<b>3</b>	<b>18</b>
This unit will support the learner to be able to understand how to validate information about competitors, understand the uses of competitor information for sales-related activities and be able to use competitor information for sales-related activities.					
<b>Buyer Behaviour in Sales Situations</b>	<b>D/508/3004</b>	<b>OB</b>	<b>3</b>	<b>3</b>	<b>27</b>
This unit will support the learner to be able to understand the impact of different models of buyer behaviour on the sales cycle and be able to respond to the buyer at each stage of the decision making process.					
<b>Pricing for Sales Promotions</b>	<b>H/508/3005</b>	<b>OB</b>	<b>3</b>	<b>5</b>	<b>34</b>
This unit will support the learner to be able to understand price-based promotions, be able to justify price-based promotions as part of a promotional strategy, be able to develop and present proposals for price-based promotions, understand how to evaluate price based promotions and be able to implement and evaluate price-based promotions.					
<b>Preparing and Delivering a Sales Presentation</b>	<b>K/508/3006</b>	<b>OB</b>	<b>3</b>	<b>4</b>	<b>28</b>
This unit will support the learner to be able to understand the factors for consideration in the preparation of sales presentations, be able to prepare a sales presentation, understand how to deliver sales presentations and be able to deliver a sales presentation.					

Unit Title	Reference Number	Mandatory/ Optional	Unit Level	Credit Value	Guided Learning (hours)
<b>Developing and Implementing Sales Call Plans</b>	<b>M/508/3007</b>	<b>OB</b>	<b>3</b>	<b>3</b>	<b>22</b>
This unit will support the learner to be able to be able to develop a sales call plan and be able to undertake a sales call.					
<b>Assisting Customers in Obtaining Finance for Purchases</b>	<b>T/508/3008</b>	<b>OB</b>	<b>3</b>	<b>2</b>	<b>11</b>
This unit will support the learner to be able to understand the conditions for obtaining finance for purchases, be able to propose financial options to customers and be able to complete finance arrangements for purchases.					
<b>Assessing Customers' Credit Status</b>	<b>A/508/3009</b>	<b>OB</b>	<b>3</b>	<b>4</b>	<b>26</b>
This unit will support the learner to be able to understand how to assess customer credit status, be able to assess the credit status of customers and be able to monitor the credit status of customers.					
<b>Communicating Using Digital Marketing/Sales Channels</b>	<b>M/508/3010</b>	<b>OB</b>	<b>3</b>	<b>4</b>	<b>26</b>
This unit will support the learner to be able to understand how to plan the use of digital media for a specific message, audience and recipients, be able to plan the use of digital media for a specific message, audience and recipients, be able to check the digital message can be accessed and/or delivered and be able to monitor and evaluate the response to digital activity and take any corrective action.					
<b>Contributing to the Development and Launch of New Products and/or Services</b>	<b>T/508/3011</b>	<b>OB</b>	<b>3</b>	<b>4</b>	<b>26</b>
This unit will support the learner to be able to understand the product development process and be able to contribute to the product and/or service development and launch process.					
<b>Prioritising Information for Sales Planning</b>	<b>A/508/3012</b>	<b>OB</b>	<b>4</b>	<b>3</b>	<b>20</b>
This unit will support the learner to be able to understand sources and types of information that support sales, understand internal information that supports sales, be able to carry out a business audit of the internal and external sales environment and be able to use sales information to support the sales planning function.					
<b>Monitoring and Managing Sales Team Performance</b>	<b>F/508/3013</b>	<b>OB</b>	<b>5</b>	<b>5</b>	<b>32</b>
This unit will support the learner to be able to understand methods of monitoring sales team performance and be able to manage performance of the sales team.					

Unit Title	Reference Number	Mandatory/ Optional	Unit Level	Credit Value	Guided Learning (hours)
<b>Developing Sales Proposals</b>	<b>J/508/3014</b>	<b>OB</b>	<b>4</b>	<b>5</b>	<b>30</b>
This unit will support the learner to be able to understand how to write sales proposals, be able to develop sales proposals and be able to evaluate the proposal.					
<b>Building and Retaining Sales Relationships</b>	<b>L/508/3015</b>	<b>OB</b>	<b>4</b>	<b>5</b>	<b>34</b>
This unit will support the learner to be able to understand the benefits and risks of planning and investing in sales relationships, be able to build sales relationships and be able to retain sales customers.					
<b>Developing and Implementing Sales Support and Customer Service Programmes</b>	<b>R/508/3016</b>	<b>OB</b>	<b>4</b>	<b>5</b>	<b>35</b>
This unit will support the learner to be able to understand the requirement to provide sales support and customer service programmes, be able to develop sales support and/or customer service programmes and be able to implement sales support and customer service programmes.					
<b>Communicate Information and Knowledge</b>	<b>Y/508/3017</b>	<b>OB</b>	<b>2</b>	<b>3</b>	<b>10</b>
This unit will support the learner to be able to identify the information required, and its reliability, for communication, be able to understand communication techniques and methods, be able to communicate information and knowledge using appropriate techniques and methods, be able to adapt communication techniques and methods according to target audience response.					
<b>Manage Own Professional Development Within an Organisation</b>	<b>D/508/3018</b>	<b>OB</b>	<b>3</b>	<b>4</b>	<b>20</b>
This unit will support the learner to be able to be able to assess own career goals and personal development, be able to set personal work objectives, be able to produce a personal development plan and be able to implement and monitor own personal development plan.					
<b>Develop Working Relationships With Colleagues</b>	<b>F/508/3027</b>	<b>OB</b>	<b>2</b>	<b>3</b>	<b>15</b>
This unit will support the learner to be able to understand the benefits of working with colleagues, be able to establish working relationships with colleagues, be able to act in a professional and respectful manner when working with colleagues, be able to communicate with colleagues and be able to identify potential work-related difficulties and explore solutions.					
<b>Develop, Maintain and Review Personal Networks</b>	<b>H/508/3019</b>	<b>OC</b>	<b>4</b>	<b>4</b>	<b>25</b>
This unit will support the learner to be able to understand the benefits of networking and the need for data privacy, be able to develop a personal network of contacts and be able to review networking relationships.					

Unit Title	Reference Number	Mandatory/ Optional	Unit Level	Credit Value	Guided Learning (hours)
<b>Lead and Manage Meetings</b>	<b>Y/508/3020</b>	<b>OC</b>	<b>3</b>	<b>4</b>	<b>20</b>
This unit will support the learner to be able to be able to prepare to lead a meeting, be able to manage meeting procedures, be able to chair a meeting and be able to undertake post-meeting tasks.					
<b>Organise the Delivery of Reliable Customer Service</b>	<b>D/508/3021</b>	<b>OC</b>	<b>3</b>	<b>6</b>	<b>40</b>
This unit will support the learner to be able to plan and organise the delivery of reliable customer service, review and maintain customer service delivery, use recording systems to maintain reliable customer service and understand how to organise the delivery of reliable customer service.					
<b>Support Learning and Development Within Own Area of Responsibility</b>	<b>H/508/3022</b>	<b>OC</b>	<b>4</b>	<b>5</b>	<b>25</b>
This unit will support the learner to be able to be able to identify the learning needs of colleagues in own area of responsibility, understand how to develop a learning environment in own area of responsibility, be able to support colleagues in learning and its application and be able to evaluate learning outcomes and future learning and development of colleagues.					
<b>Leading a Sales or Marketing Team</b>	<b>K/508/3023</b>	<b>OC</b>	<b>3</b>	<b>4</b>	<b>25</b>
This unit will support the learner to be able to be able to set targets for the sales or marketing team, be able to support the motivation of the sales or marketing team and be able to monitor and evaluate the progress of the sales or marketing team.					
<b>Managing the Induction and Probation of Sales Staff</b>	<b>M/508/3024</b>	<b>OC</b>	<b>3</b>	<b>3</b>	<b>15</b>
This unit will support the learner to be able to understand the induction and probation processes for sales staff and be able to manage the induction and probation of new sales staff.					
<b>Recruiting Sales Team Members</b>	<b>T/508/3025</b>	<b>OC</b>	<b>4</b>	<b>4</b>	<b>23</b>
This unit will support the learner to be able to understand the recruitment and selection process relating to sales, be able to prepare to recruit and select sales team members and be able to make selection decisions for sales team members.					
<b>Work With Others to Improve Customer Service</b>	<b>A/508/3026</b>	<b>OC</b>	<b>3</b>	<b>8</b>	<b>53</b>
This unit will support the learner to be able to improve customer service by working with others, monitor their own performance when improving customer service, monitor team performance when improving customer service and understand how to work with others to improve customer service.					

## 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
<b>Level 3 Diploma in Sales</b>	<b>37</b>	<b>210</b>
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 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.