

SFEDI[®] AWARDS THE AWARDING ORGANISATION
FOR ENTERPRISE

QUALIFICATION PURPOSE STATEMENT

Level 5 Certificate In Sales

601/8711/6

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 1 mandatory unit and 4 optional units; 2 of which need to be at Level 5. The minimum amount of time you will need to spend to complete your qualification is 220 hours.

The units cover:

Unit Title	Reference Number	Mandatory/Optional	Unit Level	Credit Value	Guided Learning (hours)
Managing Responsible Selling	H/508/3294	M	4	4	35
This unit will support the learner to be able to know legal, regulatory, ethical and social requirements pertaining to the sales function, understand how to manage the sales function in a way that complies with legislation and know how to deal with non-compliance.					
Sales Forecasts and Target Setting	K/508/3295	O	5	6	30
This unit will support the learner to be able to understand forecasting in relation to sales targets, understand forecasting in own organisation, be able to forecast sales and be able to set sales targets and objectives and devise measurement activities to monitor them.					
Understanding Customer Accounts	M/508/3296	O	5	8	40
This unit will support the learner to be able to understand buying practices of customers, understand customer support issues, understand own organisation's unique business value, understand how to prepare for customer procurement and understand how to use information gathered to plan to develop customer accounts.					

Unit Title	Reference Number	Mandatory/ Optional	Unit Level	Credit Value	Guided Learning (hours)
Understanding the Integrated Functions of Sales and Marketing	T/508/3297	0	5	8	40
This unit will support the learner to be able to understand how a marketing strategy supports the sales function, understand marketing research, understand the use of marketing research in sales, be able to use market analyses in sales and be able to progress sales through alignment with marketing strategies.					
Motivation and Compensation for Sales Teams	A/508/3298	0	5	6	30
This unit will support the learner to be able to understand the principles of coaching and mentoring, be able to plan a coaching or mentoring programme, be able to deliver a coaching or mentoring programme and be able to evaluate own coaching or mentoring practice.					
Designing, Planning and Managing Sales Territories	K/508/3300	0	5	6	30
This unit will support the learner to be able to understand sales territory design, planning and management, understand factors that affect territory management, be able to review and revise territory plans and be able to resource sales territories.					
Analysing the Financial Potential and Performance of Customer Accounts	M/508/3301	0	5	6	30
This unit will support the learner to be able to use financial tools to assess and prioritise new accounts and measure potential value, be able to follow the organisation's management accounting procedures and be able to evaluate financial risks.					
Bid and Tender Management for Account Managers	H/508/3313	0	5	6	30
This unit will support the learner to be able to understand the principles of bid and tender management, be able to prepare for a bid, be able to write a bid, be able to tender a bid to the customer and understand how to follow up the tendering of the bid.					
Developing a Product Portfolio	F/508/3321	0	5	6	30
This unit will support the learner to be able to understand product portfolio development, understand how to contribute to the development of a product portfolio and be able to analyse the product portfolio.					
Operational Sales Planning	Y/508/3325	0	4	5	45
This unit will support the learner to be able to understand how own organisation's business and marketing strategies inform operational sales planning, understand sales forecasting techniques, be able to set objectives and targets in a sales plan, be able to write an operational sales plan, understand how to manage the implementation of the operational sales plan through the sales team and understand how to deal with variances to the operational sales plan.					

Unit Title	Reference Number	Mandatory/ Optional	Unit Level	Credit Value	Guided Learning (hours)
Analysing the Marketing Environment	M/508/3329	0	4	5	45
This unit will support the learner to be able to be able to conduct an audit of an organisation's internal, micro and macro environment, understand the impact of internal, micro and macro factors on own and customer's organisation and be able to recommend actions for the sales function by conducting a SWOT analysis on own organisation's marketing environment.					
Sales Negotiations	A/508/3334	0	4	5	45
This unit will support the learner to be able to understand what is involved in a sales negotiation, be able to prepare for a sales negotiation and be able to carry out a sales negotiation with a customer.					
Finance for Sales Managers	L/508/3340	0	4	7	60
This unit will support the learner to be able to be able to calculate profitability ratios for sales-related decisions, know how to set a sales budget, understand how to manage a sales budget, understand bonus systems for sales team members and understand how to assess creditworthiness of customers in order to set a credit limit for the customer.					
Writing and Delivering a Sales Proposal	Y/508/3342	0	4	4	30
This unit will support the learner to be able to be able to develop a sales proposal, be able to deliver a sales proposal to a customer and be able to evaluate the proposal.					
Developing Strategic Relationships with Major Customers	K/508/3345	0	6	7	30
This unit will support the learner to be able to understand the principles of developing strategic relationships with major customers, be able to identify major customers and develop major customer plans that are mutually beneficial, be able to develop strategic relationships with major customers to meet mutual objectives and be able to evaluate the success of strategic relationship activities and plan for future activities.					
Salesforce Organisation	M/508/3346	0	6	7	30
This unit will support the learner to be able to understand how to organise the salesforce, understand internal and external factors affecting the organisation of the salesforce, be able to use sales planning and sales trends in order to inform salesforce resourcing and be able to review salesforce structure.					
Planning and Implementing Sales and Marketing Strategy	T/508/3347	0	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.					

Unit Title	Reference Number	Mandatory/ Optional	Unit Level	Credit Value	Guided Learning (hours)
Sales Forecasting and Budgeting	A/508/3348	0	6	7	30
This unit will support the learner to be able to understand the impact of sales forecasting on organisational planning, understand factors that may affect sales trends, understand qualitative and quantitative techniques for forecasting sales, understand the importance of monitoring actual sales against forecast sales and understand budgeting methods.					
Relationship Management for Account Managers	F/508/3349	0	5	6	30
This unit will support the learner to be able to understand how to build relationships with accounts, understand how to use networking in sales, understand how to use consultative selling, know when and how to undertake stakeholder analysis and understand how to monitor and control customer relationships.					
Leading a Team	T/508/3350	0	5	6	30
This unit will support the learner to be able to understand principles of leadership, know how to build trust between self and team, know how to share own vision with team, know how to focus team members to complete tasks and achieve objectives, know how to create accountability in team members and know how to maintain alignment of own actions with team and organisation.					
Customer Relationship Management	A/508/3351	0	5	6	40
This unit will support the learner to be able to understand the importance of a Customer Relationship Management system (CRM) for a Sales function, be able to use a CRM system to develop sales and be able to make improvements to the use of an organisations CRM system.					
Prepare Specifications for Contracts	J/508/3353	0	4	4	23
This unit will support the learner to be able to understand the principles supporting the preparation of specifications for contracts and be able to prepare specifications for contracts.					
Manage Events	L/508/3354	0	4	6	49
This unit will support the learner to be able to understand the management of an event, be able to manage the planning of an event, be able to manage an event and be able to follow up an event.					
Develop and Maintain Professional Networks	R/508/3355	0	4	3	15
This unit will support the learner to be able to understand the principles of effective networking, be able to identify professional networks for development and be able to maintain professional networks.					

Unit Title	Reference Number	Mandatory/ Optional	Unit Level	Credit Value	Guided Learning (hours)
Encourage Learning and Development	D/508/3357	0	4	3	16
This unit will support the learner to be able to understand the principles of learning and development, be able to support individuals' learning and development and be able to evaluate individuals' learning and development.					
Manage a Budget	D/508/3360	0	4	4	26
This unit will support the learner to be able to understand how to identify financial requirements, understand how to set budgets, be able to manage a budget and be able to evaluate the use of a budget.					
Recruitment, Selection and Induction Practice	M/508/3363	0	4	6	33
This unit will support the learner to be able to understand the principles and theories underpinning recruitment, selection and induction practice, be able to recruit people into an organisation, be able to select appropriate people for the role and be able to induct people into an organisation					
Develop Working Relationships with Stakeholders	A/508/3365	0	4	4	20
This unit will support the learner to be able to understand working relationships with stakeholders, be able to determine the scope for collaboration with stakeholders, be able to develop productive working relationships with stakeholders and be able to evaluate relationships with stakeholders.					

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:

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 5 Certificate in Sales	22	126
Level 5 Diploma in Sales	68	335
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.