



Handling objections and closing sales

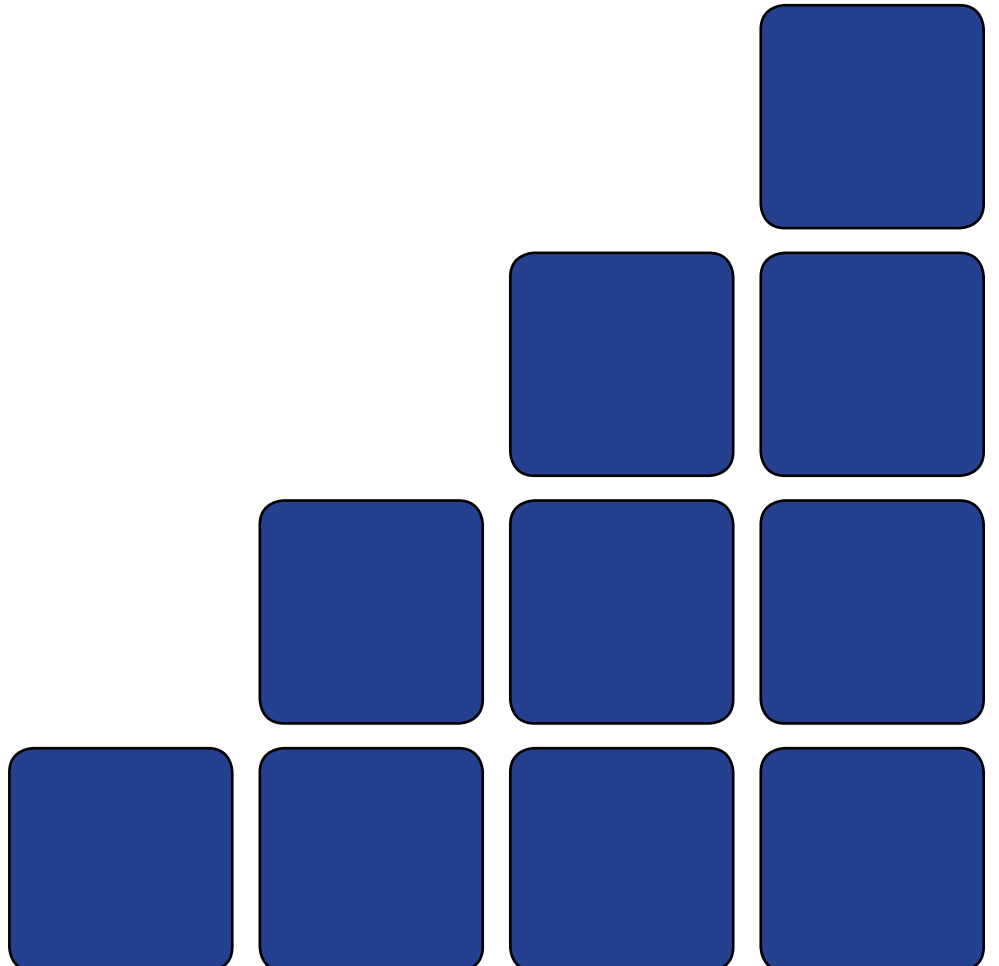
UBU47

M/502/8606

Learner name:

Learner number:

VRQ



UBU47

Handling objections and closing sales

The aim of this unit is to develop your knowledge, understanding and skills to handle sales objections and closing sales. You will learn how to promote the benefits of products/services and make use of up-selling opportunities. You will also learn how to clarify the nature of objections and explain the potential barriers to closing the sale.

Level

2

Credit value

3

GLH

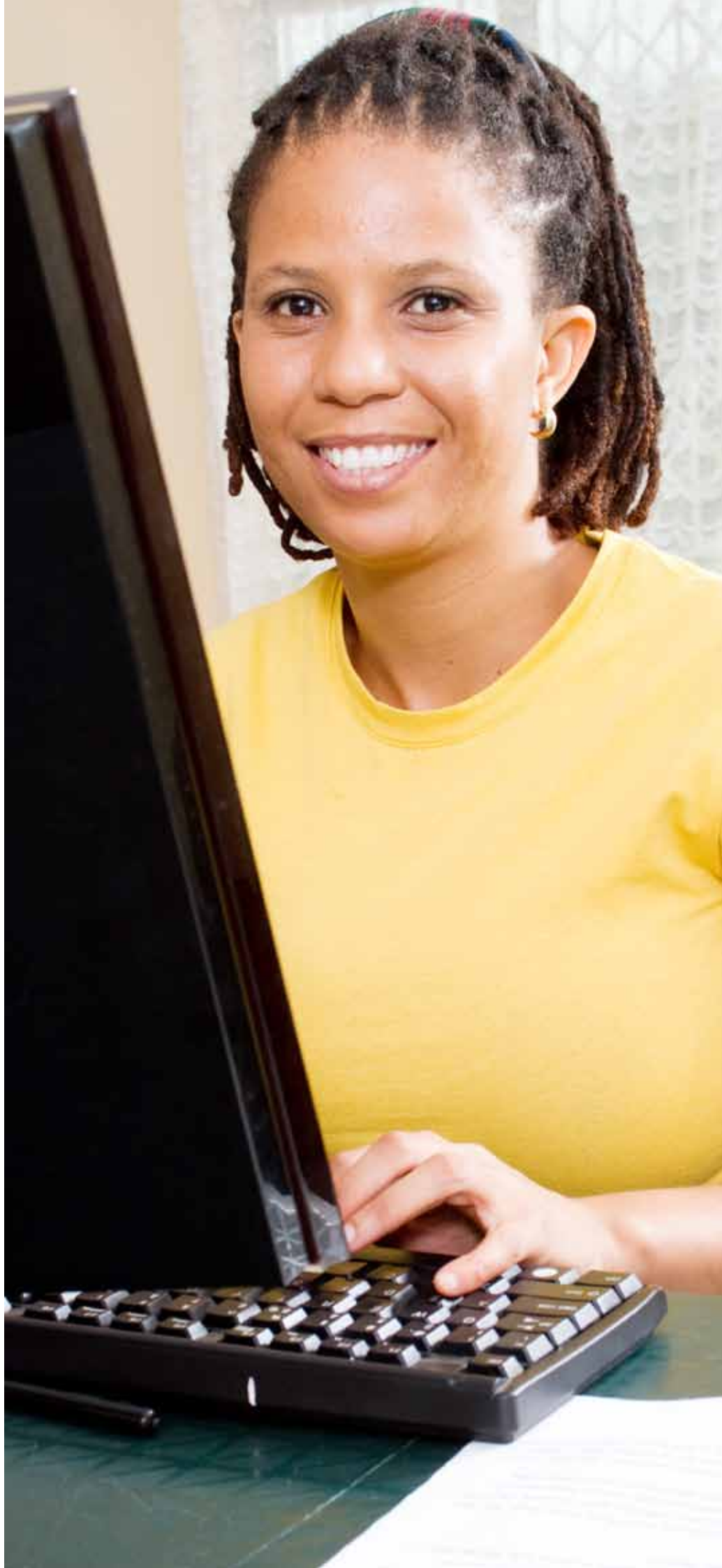
22

Observation(s)

2

External paper(s)

0



Handling objections and closing sales

Learning outcomes

On completion of this unit you will:

1. Be able to handle objections
2. Be able to close the sale
3. Understand how to handle sales objections
4. Understand how to close the sale

Evidence requirements

1. *Environment*
Evidence for this unit may be gathered within the workplace or realistic working environment (RWE).
2. *Simulation*
Simulation is not allowed in this unit.
3. *Observation outcomes*
Competent performance of Observation outcomes must be demonstrated on **at least two occasions**. Assessor observations, witness testimonies and products of work are likely to be the most appropriate sources of performance evidence. Professional discussion may be used as supplementary evidence for those criteria that do not naturally occur.

Assessed observations should not be carried out on the same day for the same learning outcome. There should be sufficient time between assessments for reflection and personal development.

You need to meet the same standard on a regular and consistent basis. Separating the assessments by a period of at least two weeks is recommended as competence must be demonstrated on a consistent and regular basis.

4. *Knowledge outcomes*

There must be evidence that you possess all the knowledge and understanding listed in the Knowledge section of this unit. In most cases this can be done by professional discussion and/or oral questioning. Other methods, such as projects, assignments and/or reflective accounts may also be used.

5. *Tutor/Assessor guidance*

Your tutor **must** refer to the '**Skills CFA Assessment Strategy**' when delivering this unit. This can be found on www.vtct.org.uk under the relevant qualification page.

You will be guided by your tutor/assessor on how to achieve learning outcomes in this unit. All outcomes must be achieved.

For guidance on the assessment material for some individual units please refer to the '**Assessment Guidance**'. This can be found on www.vtct.org.uk under the relevant qualification page.

6. *External paper*

There is no external paper requirement for this unit.

Achieving observations

Achieving observation outcomes

Your assessor will observe your performance of practical tasks. The minimum number of competent observations required is indicated in the Evidence requirements section of this unit.

Criteria may not always naturally occur during a practical observation. In such instances you will be asked questions to demonstrate your competence in this area. Your assessor will document the criteria that have been achieved through professional discussion and/or oral questioning. This evidence will be recorded by your assessor in written form or by other appropriate means.

Your assessor will sign off a learning outcome when all criteria have been competently achieved.



Observations

Learning outcome 1

Be able to handle objections

You can:

- a. Clarify the nature and extent of objections
- b. Explain to the customer the concessions available within the scope of authority
- c. Follow organisational procedures for dealing with objections
- d. Promote the benefits of products and/or services to overcome objections
- e. Use testimonials to overcome objections
- f. Refer to those in authority when dealing with objections outside the scope of own authority

** May be assessed by supplementary evidence.*

Observation	1	2	Optional
Date achieved			
Criteria questioned orally			
Portfolio reference			
Assessor initials			
Learner signature			



Learning outcome 2

Be able to close the sale

You can:

- a. Perform a trial close and ask for the order when objections have been met
- b. Make use of add-on, up-selling or cross-selling opportunities
- c. Follow organisational procedures for accepting confirmation of an order

*May be assessed by supplementary evidence.

Observation	1	2	<i>Optional</i>
Date achieved			
Criteria questioned orally			
Portfolio reference			
Assessor initials			
Learner signature			

Achieving knowledge outcomes

You will be guided by your tutor and assessor on the evidence that needs to be produced. Your knowledge and understanding will be assessed using the assessment methods listed below*:

- Projects
- Observed work
- Witness statements
- Audio-visual media
- Evidence of prior learning or attainment
- Written questions
- Oral questions
- Assignments
- Case studies
- Professional discussion

Where applicable your assessor will integrate knowledge outcomes into practical observations through professional discussion and/or oral questioning.

When a criterion has been orally questioned and achieved, your assessor will record this evidence in written form or by other appropriate means. There is no need for you to produce additional evidence as this criterion has already been achieved.

Some knowledge and understanding outcomes may require you to show that you know and understand how to do something. If you have practical evidence from your own work that meets knowledge criteria, then there is no requirement for you to be questioned again on the same topic.

**This is not an exhaustive list.*

Knowledge



Learning outcome 3

Understand how to handle sales objections

You can:	Portfolio reference
a. Explain the difference between standard and non-standard sales objections	
b. Explain how to clarify objections and identify potential sales opportunities from them	
c. Describe how to use questioning techniques to explore and resolve customer issues	
d. Explain how to empathise with and reassure the customer	
e. Explain the difference between hypothetical and real objections	
f. Explain how knowledge of products and services can be used to answer objections	
g. Explain how competitor activity may affect the potential sale	
h. Describe how industry/sector pricing structures may have an impact on sales objections	
i. Explain the scope of authority and responsibility when dealing with objections	
j. State who to go to when in need of support to overcome objections	



Learning outcome 4

Understand how to close the sale

You can:	Portfolio reference
a. Explain how to identify verbal and non-verbal buying signals as signs of whether to move towards closing the sale	
b. Explain how to perform a trial close	
c. Explain how to identify further potential add-on, up-selling or cross-selling opportunities prior to closing the sale	
d. Explain potential barriers to closing the sale	
e. Explain a range of ways to close the sale	

Notes

Use this area for notes and diagrams