

Institute of Sales and Marketing Management

Level 2 Award in Sales and Marketing

This qualification is designed for any sales person in any environment to ensure that a thorough, well thought out and robust sales process is followed and well rehearsed to ensure success.

Programme Content

PART 1 - SELLING AND HOW IT VARIES ACCORDING TO THE BUSINESS CONTEXT, INCLUDING:

- Retail
- Direct
- B2B/Trade
- Telephone (telemarketing, telephone selling, telephone sales support)
- New business
- Existing customers and key accounts

PART 2 - ETHICAL ASPECTS OF SELLING IN RELATION TO:

- Selling techniques
- Honesty
- Competitors

PART 3 - LEGAL ASPECTS OF SELLING IN RELATION TO:

- Merchantable quality
- Fit for purpose
- As described
- Safe

PART 4 - BODY LANGUAGE

- Meeting and greeting gestures
- Eye contact
- Facial expressions
- Personal space

PART 5 - QUESTIONING & ACTIVE LISTENING

- Open and closed questions
- Effective listening:
 - Concentrating
 - Body language to demonstrate listening

PART 6 - HANDLING OBJECTIONS

- Problems
- Reasons not to buy
- Interest
- Purchase or brand
- Valid (true) or invalid (untrue)
- Converting features to benefits

PART 7 - CLOSING

- Buying signals
- Asking for the order
- Summarising and asking for order

PART 8 - WRITTEN COMMUNICATIONS

- Letters
- Memos
- Report writing
- Emails
- The importance of referencing

PART 9 - PLANNING YOUR DAY

- Allocating time for tasks
- Prioritising
- Diary planning

PART 10 - DEVELOPING A PERSONAL SWOT

- Strengths
- Weaknesses
- Opportunities
- Threats

Assessment Criteria

Assessment will be through the development of a sales presentation to demonstrate achievement of learning outcomes.

Entry Requirements

There are no formal entry requirements, but participants will normally be in a sales role with the opportunity to meet the assessment demands, and have a background that will enable them to benefit from the programme.