

Pearson BTEC Level 3 Certificate in Principles of Sales (QCF)

Qualification Number: 600/1337/0

What is the purpose of this qualification?

The Pearson BTEC Level 3 Certificate in Principles of Sales (QCF) is designed to provide learners with a specialised set of occupational skills and knowledge to work within a sales and telesales environment including accountability for sales activities and managing performance improvements in sales delivery.

Achievement of the qualification prepares the individual to enter the Sales and Telesales sector including cross-sector sales roles and performing sales functions. It is also appropriate for individuals who are looking to re-enter the sector or for those intending to return to work within a sales environment through the development of specialised sales and telesales skills and knowledge.

What does this qualification cover?

This qualification is based on the National Occupational Standards for the Sales and Telesales sector as defined by Skills CFA, the Sector Skills Body.

Learners will complete mandatory units in understanding sales techniques and processes, understanding the sales environment, understanding legal, regulatory and ethical requirements in sales or marketing and principles of personal responsibilities and how to develop and evaluate own performance at work. Learners will then choose from a range of more specialist sales units that align to the duties of their role or aspiring role such as competitor analysis in the sale environment, understanding customers' creditworthiness for sales purposes, principles of online selling, understanding the relationship between sales and marketing and understanding sales targets.

Who could take this qualification?

This qualification is for all learners aged 16-18 and 19+ who are capable of reaching the required standards. Learners do not need any prior qualifications, knowledge or experience before starting the qualification however it is likely that they have some prior experience in a sales or telesales role and may be seeking work within the sales and telesales sector, or they may already be employed in a sales role or performing sales function.

What could this qualification lead to?

Learners could progress on to further Level 3 sales and telesales qualifications designed to develop relevant occupation competence including the Advanced Apprenticeship in Sales and Telesales. Alternatively learners could progress on to higher level leadership and management qualifications that enable the learner to build upon their existing experience to progress their career within a sales environment such as:

- Pearson Edexcel Level 3 NVQ Certificate Sales (QCF)
- Pearson Edexcel Level 3 NVQ Diploma Sales (QCF)
- Pearson BTEC Level 3 Diploma in Management (QCF)

- Pearson BTEC Level 4 Diploma in Management (QCF)
- Pearson Edexcel Level 4 NVQ Diploma in Management (QCF)

Potential job roles for those working towards this qualification are:

Sales Executive
Sales Consultant
Account Manager

Sales Manager
Sales Supervisor
Business Executive

Who supports this qualification?

This qualification is supported by the Sector Skills Body for Sales and Marketing, Skills CFA, and is highly valued by a variety of employers in the Service Delivery Sector including those within Telecommunications Industry.