

Level 3 Certificate in Selling and Sales Management



International
Qualifications from EDI

Extended Syllabus

Effective from 2007

INTRODUCTION

EDI is a leading international awarding body that was formed through the merger of the London Chamber of Commerce and Industry Examinations Board (LCCI) and GOAL, a leading online assessment provider. EDI now delivers LCCI International qualifications (LCCI IQ) through a network of over 5000 registered centres in more than 120 countries worldwide. Our range of business-related qualifications is trusted and valued by employers worldwide and recognised by universities and professional bodies.

Level 3 Certificate in Selling and Sales Management

Aims

The aims of this syllabus are to enable candidates to develop:

- selling skills and techniques
- an understanding of sales administration
- an ability to manage the sales process
- an appreciation of sales records analyses

Target Audience and Candidate Progression

This qualification is intended for those who are working, or are preparing to work, in sales and require a knowledge and understanding of selling techniques and how to manage the sales process. They should be familiar with:

- Modern selling techniques
- Day-to-day sales activities in business
- Changes in technology and innovations affecting sales activities

Successful candidates who also obtain passes from two different LCCI IQ Level 3 subjects (from the pool of subjects listed in the Group Awards section of the Guide to LCCI IQ examinations) *in one series of examinations or with the required single subjects gained On Demand within 3 calendar months of the first examination date* will be eligible for an LCCI IQ Level 3 Group Diploma.

Successful candidates who also obtain passes from 2 different LCCI IQ Level 3 subjects chosen from Certificate in Marketing, Certificate in Customer Service, Certificate in Advertising or Certificate in Public Relations *within a period of 24 months* will be eligible for the LCCI IQ Level 3 Diploma in Marketing.

Level of English Required

Candidates whose first language is not English should have a standard of business English equivalent to LCCI IQ English for Business Level 2. However, their knowledge of specialist Sales and Marketing terminology should be equivalent to Level 3 in terms of vocabulary.

Structure of the qualification

The LCCI Level 3 Certificate in Selling and Sales Management syllabus consists of a range of syllabus topics, in two parts, as detailed below.

Syllabus Topics

Part A Selling

- A1 Role of Selling
- A2 Selling Objectives
- A3 Selling Process
- A4 Promotional Mix (P)
- A5 Buying Process
- A6 Tactical Sales Plan

Part B Sales Management

- B7 Managing the Sales Office
- B8 Sales Management Controls
- B9 Salesforce Recruitment & Training
- B10 International Selling
- B11 Legal & Ethical Sales Issues

Guided Learning Hours

EDI recommends that 120 -160 Guided Learning Hours (GLHs) provide a suitable course duration for an 'average' candidate at this level. This figure includes direct contact hours as well as other time when candidates' work is being supervised by teachers. Ultimately, however, it is the responsibility of training centres to determine the appropriate course duration based on their candidates' ability and level of existing knowledge. EDI experience indicates that the number of GLHs can vary significantly from one training centre to another.

Assessment

Assessment Objectives

The objectives of the examination will assess the candidate's ability to:

- demonstrate an understanding of selling within an organisation
- design and implement a sales plan
- appreciate the relationship between selling, marketing and other business functions
- manage and control a sales force
- make effective sales decisions

Coverage of Syllabus Topics in Examinations

The compulsory question in each examination paper will be drawn **primarily** from Syllabus Topic A6 Selling. In addition, there will be at least **one** question or part of a question from Syllabus Topics 1 to 11:

Part A Selling

	<u>Topic Areas</u>	<u>% age Weighting Factors</u>
A1	Role of Selling	5%
A2	Selling Objectives	5%
A3	Selling Process	5%
A4	Promotional Mix (P)	5%
A5	Buying Process	5%
A6	Tactical Sales Plan	15%
		Total 40%

Part B Sales Management

	<u>Topic Areas</u>	<u>% age Weighting Factors</u>
B7	Managing the Sales Office	15%
B8	Sales Management Controls	15%
B9	Salesforce Recruitment & Training	15%
B10	International Selling	10%
B11	Legal & Ethical Sales Issues	5%
		Total 60%

Candidates must be aware that the use of the words 'selling' and 'sales management' is meaningless in this examination unless these terms are defined and qualified by naming specific products or services and by identifying the sellers and naming the purchasers.

Mark Allocation

Marks are allocated in line with the instructions given with each question, in respect of relevant and specific knowledge demonstrated and providing the answer in the specified format.

A positive marking approach is used. Marks are not deducted for spelling, grammar or punctuation.

Examination Format

- The time allowance for the examination is 3 hours
- Question 1 will be compulsory and must be answered by all candidates
- Candidates should then attempt 4 other questions from a choice of 9
- All questions are worth 20 marks each
- At least one question will require an answer in the form of a report

Answer Format

Unless otherwise requested, candidates will be asked to provide answers in one or more of the following formats:

- bullet points
- report format
- concise essay style

Appropriate selling and marketing language should be used, with relevant diagrams properly labelled.

If requested to answer in a report format, candidates will need to structure their report with headings and sub-headings. The report should have at least three sections: an introduction, a main section and a conclusion or recommendations.

The introduction should indicate the purpose of the report and for whom it is intended.

The main section should use a concise essay style or bullet points.

The report needs to finish with a conclusion which should include candidate recommendations.

Certification

Successful candidates will be awarded the level 3 Certificate in Selling and Sales management based on the achievement of the percentages and grades below.

Pass	50%
Merit	60%
Distinction	75%

Recommended Reading List and Support Material

Reading List

Title	Authors(s)	Publisher	ISBN 13 Code
Consumer Behaviour 10th Edition	Blackwell, Engel, Miniard	South-Western, Div of Thomson Learning	978-0324378320
Effective Selling and Sales Management	G.G.Scott	iUniverse.com	978-0595464869
Relationship selling and sales management	M.W.Johnston	Mcgraw Hill Higher Education	978-0071101080
Selling and Sales Management 7th Edition	G Lancaster and D Jobber	Financial Times/ Prentice Hall	978-0273695790

Support Material

Support materials for the LCCI Level 3 Certification in Marketing include:

- Examiners' Annual Qualification Reports
- Past question papers with model answers
- Teaching Best Practice DVD

Model answers and past question papers are available from the LCCI website www.lcci.org.uk.

How To Offer This Qualification

To offer this qualification you must be an LCCI IQ registered examination centre. To gain centre approval please contact Customer Support on 08700 818008 between the hours of 0830 and 1700 (GMT) Monday to Friday or by email on centresupport@ediplc.com.

Alternatively you may contact your Regional LCCI Office or Co-ordinating Authority

Part A Selling

'Selling': by definition is the sum total of skills involved in the transfer of goods and services from a seller to a purchaser, profitably.

Syllabus Topic

Items Covered

1 The Role of Selling for Profit Whilst Retaining Competitive Advantage

1.1 Explain selling by business to business B2B

Candidates must be able to:

- a) Describe the methods of selling business to business, to industrial decision making units (DMUs)

1.2 Understand selling by business to customer B2C

- a) Explain selling to customers by traditional methods, the internet and call centres

1.3 Explain contract selling business to government B2G

- a) Outline the main features of selling by contract

1.4 Understand selling to non-profit making organisations:

- a) Describe selling to non-profit making organisations: charities, hospitals, schools, colleges and universities

1.5 Explain selling by customer to customer C2C:

- a) Explain private person to person selling methods through local advertising, group selling and use of eBay

1.6 Understand listening skills for salespersons

- a) Learn how to develop listening skills

1.7 Explain different methods of sales communication:

- a) Demonstrate the use of telecommunications: telephone, mobile phone and the use of call centres
- b) Practice writing reports, memorandum and precise letter formats
- c) Use the internet for selling by means of emails, websites and interactive competitions

2 Setting sales objectives

Candidates must be able to:

- a) Set MOST selling objectives – sales mission, objectives, strategies and tactics
- b) Describe customer research using analytical tools – SWOT: strengths, weaknesses, opportunities, threats
- c) Explain an environmental audit - STEEPLE
 - social/cultural
 - technological, product innovation
 - economic/market competition
 - education, training and employment
 - political
 - legal
 - environmental protection, health and safety issues

3 Practice and demonstrate the key steps in the personal selling process

Candidates must be able to:

- a) State the alternative openings
- b) Show the importance of the presentation and demonstration – identification of customer needs
- c) Deal with objections – verbal and non-verbal signals
- d) Explain negotiating skills – quality service to offset price reduction

- e) Close the sale – win-win situations
- f) Follow-up – customer retention and maintenance of goodwill

4 The Role of Selling within the Marketing Promotional Mix (P)

4.1 Understand the selling support from the communication mix:

Candidates must be able to:

- a) State when to use advertising and direct mail – direct marketing for face-to-face and telesales opportunities
- b) Describe the importance of public relations - reinforce goodwill
- c) Identify when to use sales promotions – offer incentives for customers to buy
- d) Explain publicity – inform the public of goods and services available
- e) Describe how exhibitions, trade shows and trade fairs operate – communicate with all customer Categories
- f) Outline the value of sponsorship – be seen to support local events

4.2 Brands and branding techniques

- a) Demonstrate the power of brands and branding techniques

4.3 The process of customer retention

- a) Illustrate the processes for retaining customers

4.4 Delivering a seamless customer experience

- a) Explain how to work with the customer

5 The Buying Process

5.1 Customer buying processes

Candidates must be able to:

- a) Define the Jobber and Lancaster format – unawareness, awareness, comprehension, purchase
- b) Define the Kotler format – need recognition, information gathering, evaluation of alternatives, purchase decision, post purchase
- c) Analyse research procedures and patterns of consumer buying behaviour
- d) Explain distribution channels, problems and limitations of sourcing products and services, co-operatives, chain and department stores, independents and small retail businesses:
- e) Explain the role in selling of manufacturers, suppliers, growers, distributors and service providers (Stage 1)
- f) Explain the role in selling of intermediaries, wholesalers, representatives, agents and large supplier organisations, bulk buys, and DMUs (Stage 2)
- g) Explain the role in selling of retail stores, chains, co-operatives, department and independents (Stage 3)
- h) Explain the role in selling of e-commerce, e-business, email, database operations, call centres and the expanding role of the internet in selling (Stage 4)
- i) Explain channels of distribution – merchandising, logistics and physical distribution management
- j) Examine the relationships between buyers and sellers

6 Tactical Sales Plans

6.1 Consumer and organisational selling

Candidates must be able to:

- a) Explain the difference between consumer and organisational selling

6.2 Relationship selling

- a) Outline how to design and implement effective customer relations
- b) Explain total quality management (TQM) – quality products and services, and just-in-time management (JIT)
- c) Describe reverse selling – persuading suppliers to provide exact specifications
- d) Explain the importance of effective customer relationships and the concept of added value
- e) Explain electronic trading, design of web sites, interactive, transactional and on-line

6.2 Procedures for establishing a tactical sales plan for a sales territory

- a) Prepare a tactical sales plan for each role described in sections 1.1 to 1.5

Part B Sales Management

'Sales Management': by definition is the planning, organising and controlling of the skills involved in the transfer of goods and services from a seller to a purchaser, profitably.

7 Managing the Sales Office

7.1 The sales manager

Candidates must be able to:

- a) Explain the multiple roles of the Sales Manager

7.2 Sales office

- a) Describe the functions of administration

7.3 Territory organisation

- a) Illustrate the importance of reports and communication

7.4 Sales targets

- a) Calculate and set sales targets, territory coverage and call rate frequencies

7.5 The management of organisational Accounts

- a) Explain the difference between re-buy, modified re-buy and new customer accounts

7.6 Standards of sales practice

- a) Describe the methods of setting standards of sales practice

7.7 Methods of setting prices

- a) Set prices to include calculations of advertising and promotional support costs

7.8 Segmentation and targeting

- a) Explain methods of segmenting and targeting customer accounts

7.9 Key customer contracts

- a) Describe the methods of managing key customer contracts

7.10 Management of customer services

- a) Describe how to create a customer-centred organisational culture

8 Sales Management Controls

8.1 Sales forecasting techniques

Candidates must be able to:

- a) Describe the quantitative and qualitative techniques

8.2 Sales budgeting

- a) Explain the importance of effective sales budgeting

8.3 Salesforce evaluation

- a) Calculate and evaluate alternative solutions for salesforce coverage and performance

8.4 Salesforce salaries and compensation

- a) Analyse and evaluate salesforce remuneration and expenses

8.5 Sales conferences and exhibitions

- a) Organise and assemble sales conferences and exhibitions

8.6 Sales reports

- a) Direct the salesforce campaign by evaluating sales reports

8.7 Salesforce incentives and discipline

- a) Operate salesforce incentives, discipline and dismissal

8.8 Customer databases

- a) Compile and maintain a customer database

9 Sales force Recruitment and Training

9.1 Profiles, job descriptions and specifications

Candidates must be able to:

- a) Prepare a salesperson's profile, job specification, and job description

9.2 Sales Interviews

- a) Demonstrate methods of conducting personnel interviews for new recruits and general salespersons

9.3 Training methods for personal selling

- a) Describe on-the-job and off-the-job training
- b) Explain the benefits of lectures and seminars
- c) Explain the benefits of films, videos and DVDs
- d) Describe role playing exercises and their benefits
- e) Show the value of case studies

9.4 Telesales operations and call centres

- a) Describe training methods for telesales operations and call centres

10 International Selling

10.1 International sales organisations and opportunities

Candidates must be able to:

- a) Outline the value of agents
- b) Outline the value of distributors
- c) Identify when to use export houses
- d) Explain joint ventures
- e) Explain licensing
- f) Demonstrate the importance of overseas subsidiaries

11 Legal and Ethical Issues in Selling

11.1 Legal terms

Candidates must be able to:

- a) Explain the terms and legal standing of a contract of sale, guarantee and warranty

11.2 Terms and conditions of sale

- a) Cite examples of remedies available to resolve problems between seller and customer concerning terms and conditions of sale

11.3 Illegal sales methods

- a) Illustrate illegal sales methods of bribery, deception, the hard sell, reciprocal buying and pyramid selling

11.4 Data protection

- a) Define the legalities of data protection

11.5 Ethical issues

- a) Determine the boundaries of acceptable selling practice
- b) Distinguish between legal and ethical issues

11.6 Health and safety regulations

- a) Explain the application of health and safety regulations for the salesforce

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and performance