



ITEC

Negotiating, handling objections and closing sales

VRQ

Learner name:

UBU70

Learner number:

F/502/8612



Negotiating, handling objections and closing sales

UBU70

The aim of this unit is to develop your knowledge, understanding and skills to negotiate, handle objections and close sales with customers. You will learn how to identify and promote benefits to customers and negotiate any objections that may arise.

Level

3

Credit value

4

GLH

22

Observation(s)

2

External Paper(s)

0



Learning outcomes

On completion of this unit you will:

1. Be able to handle objections
2. Be able to negotiate with the customer
3. Be able to close the sale following negotiation
4. Understand how to handle objections and negotiate with the customer
5. Be able to prepare for objections and negotiation with the customer

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.

Relationship to National Occupational Standards

Council for Administration Sales National Occupational Standards:

- SLS76 Handle objections and close sales

Learning outcome 1

Be able to handle objections

You can:

- a. Identify customer needs and wants in relation to objections by using a variety of questioning techniques
- b. Identify and prioritise customers' concerns
- c. Provide evidence to the customer of the strengths of the organisation's products or services
- d. Confirm with the customer that the objection(s) have been overcome
- e. Identify and respond to verbal and non-verbal buying signals in a way that is consistent with the nature of the signals

*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 negotiate with the customer

You can:

- a. Carry out negotiations according to negotiation plan
- b. Promote the benefits of what is being offered to the customer
- c. Explain to the customer when and why no further adjustment is possible
- d. Obtain support to progress negotiation that is outside own level of authority

*May be assessed by supplementary evidence.

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

Learning outcome 3

Be able to close the sale following negotiation

You can:

- a. Apply a trial close in accordance with the negotiation plan
- b. Respond to any further objections and concerns
- c. Identify and make use of potential add-on, up-selling or cross-selling opportunities
- d. Summarise agreements made in accordance with organisational procedures and close the sale

*May be assessed by supplementary evidence.

Observation	1	2	Optional
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.

Learning outcome 4

Understand how to handle objections and negotiate with the customer

You can:	Portfolio reference
a. Describe the scope of authority and responsibility when dealing with objections	
b. Identify the resources available to counter the sales objections	
c. Describe how to plan and prepare for negotiation	
d. Describe how to use testimonials to progress a sale	
e. Explain the advantages and disadvantages of different methods of closing a sale	
f. Explain organisational procedures for documenting the negotiated sale	

Learning outcome 5

Be able to prepare for objections and negotiation with the customer

You can:	Portfolio reference
a. Identify possible sales objections and appropriate responses prior to dealing with the customer	
b. Confirm authorisation to negotiate	
c. Prepare a negotiation plan that is capable of providing a mutually acceptable outcome	

Notes

Use this area for notes and diagrams



Notes

Use this area for notes and diagrams



Notes

Use this area for notes and diagrams





VTCT, Aspire House, Annealing Close, Eastleigh,
Hampshire SO50 9PX United Kingdom

Web:- www.itecworld.co.uk

Email:- customersupport@vtct.org.uk



Copyright © Vocational Training Charitable Trust
February 2019

If printed this document becomes uncontrolled