



Obtaining and analysing sales-related information

VRQ

Learner name:

UBU71

Learner number:

R/502/8615



Obtaining and analysing sales-related information

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The aim of this unit is to develop your knowledge, understanding and skills to analyse sales-related information. You will learn how to obtain the relevant information and the different methods that could be used. You will also learn how to identify trends, issues and themes and validate the reliability of the findings.

Level

3

Credit value

4

GLH

24

Observation(s)

0

External Paper(s)

0



Learning outcomes

On completion of this unit you will:

1. Understand the uses of sales-related information
2. Understand how to use tools and methods to analyse sales-related information
3. Be able to obtain sales-related information about customers, markets and competitors
4. Be able to use tools and methods to analyse sales-related information

Evidence requirements

1. 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.

2. 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.

3. External paper

There is no external paper requirement for this unit.

Developing knowledge

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.

Relationship to National Occupational Standards

Council for Administration Sales National Occupational Standards:

- SLS11 Obtain and analyse sales-related information

Learning outcome 1

Understand the uses of sales-related information

You can:	Portfolio reference
a. Explain the importance of up-to-date information for sales planning purposes	
b. Explain the benefits and risks of using a range of information sources to support sales activities	
c. Explain the limitations of sales-related information	
d. Explain the importance of reviewing sales data requirements for current and future use	

Learning outcome 2

Understand how to use tools and methods to analyse sales-related information

You can:	Portfolio reference
a. Explain the advantages and disadvantages of different systems to gather sales-related information	
b. Explain how to use different software packages for analysing and presenting sales-related information	

Learning outcome 3

Be able to obtain sales-related information about customers, markets and competitors

You can:	Portfolio reference
a. Specify the information needed to develop an understanding of customers, competitors and markets	
b. Identify sources that are capable of providing the required information about the organisation's markets, customers and competitors	
c. Collate sales-related information using planned systems and taking ad hoc opportunities to gather information, in a way that enables data manipulation, analysis and interpretation	

Learning outcome 4

Be able to use tools and methods to analyse sales-related information

You can:	Portfolio reference
a. Select analytical tools and methods that are capable of providing the required degree of analysis of sales-related information	
b. Define the information needs of the target audience for different types of sales-related information	
c. Use the analytical protocols that are appropriate to the selected tools and methods	
d. Identify issues, trends, themes, linkages and interdependencies from an analysis of sales-related information	
e. Validate the reliability and validity of the findings of the analysis	
f. Provide sales-related information to the target audience within the agreed timescale and budget	

Notes

Use this area for notes and diagrams





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