

Sales Level 3

The aim of this qualification is to develop the knowledge and skills you need for a successful career in the competitive sales environment.

It focuses on a comprehensive range of sales skills in which learners are required to demonstrate greater independence in completing tasks, organising activities and decision making.

The qualifications consist of units, each of which has a credit value. In order to achieve the qualification at a particular level, learners must achieve units whose total credit value equals or exceeds that required for that level.

Diploma in Sales Level 3

To achieve a Level 3 Diploma the candidate must complete units to gain a minimum of 37 credits. The credit total is made up from:

- 6 credits must be completed from mandatory units
- A minimum of 31 credits must be completed from optional units



Freephone 0808 100 1155

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Unit Titles	Credit Values
Mandatory Units	
Complying with legal regulatory and ethical requirements in a sales or marketing role	2
Negotiating, handling objections and closing sales	4
Optional Units	
Time planning in Sales	2
Selling at exhibitions	5
Meeting customers' after sales needs	3
Communicate information and knowledge	3
Obtaining and analysing sales related information	4
Obtaining and analysing competitor information	3
Buyer behaviour in sales situations	3
Communicating using digital marketing/sales channels	4
Pricing for sales promotions	5
Preparing and delivering a sales presentation	4
Developing and implementing sales call plans	3
Assisting customers in obtaining finance for purchases	2
Assessing customers' credit status	4
Contributing to the development and launch of new products and/or services	4
Manage own professional development within an organisation	4
Prioritising information for sales planning	3
Monitoring and managing sales team performance	5
Developing sales proposals	5
Building and retaining sales relationships	5
Developing and implementing sales support and customer service programmes	5
Leading a sales or marketing team	5
Managing the induction and probation of sales staff	3
Lead and manage meetings	4
Organise the delivery of reliable customer service	6
Recruiting sales team members	4
Develop, maintain and review personal networks	4
Support learning and development within own area of responsibility	5