

Definition of NVQ levels – Sales

NVQs and Apprenticeships are organised into levels, based on the competences required. The following definitions provide a general guide to the progression from level to level and the relationship between them.

Sales Level 2 and 3

NVQ Level 2

Units requirement

2 Mandatory

4 Optional

Sales NVQs are aimed at people who work in a sales environment and have direct contact with customers. The Sales Level 2 qualification is designed for candidates who have responsibility for their own performance, have some autonomy at work and may be required to work with others as part of a team.

NVQ Level 3

Units requirement

3 Mandatory

4 Optional

The Sales Level 3 qualification is aimed at candidates who have considerable personal responsibility and autonomy at work may have some supervisory responsibilities and who are able to effect some change to improve service.

These qualifications are very flexible in their structure enabling the organisation and individual to choose the optional units which best suit their work situation and job role.

Like all NVQs these qualifications are competence-based. This means they are linked to the candidate's ability to competently perform a range of tasks connected with their work. Candidates plan a programme of development and assessment with their assessor and compile a portfolio of evidence to prove that they are competent and knowledgeable in their role.