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| Title | **Achieve sales targets and goals** | | |
| Level | **3** | **Credits** | **8** |

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| Purpose | This Competency standard identifies the competencies required to achieve sales targets and goals as per organization’s approved guidelines and procedures. You will be expected to Target potential customers, Plan for the initial contact, Contact and qualify the customer, Review and plan for the sales call, Select and use the sales tools during process, Open the sales call, Identify needs and /or opportunities, Present solutions/options, Address objections, Close the sales, Follow up the sales and Deliver sales presentations. Your underpinning knowledge to achieve sales targets and goals will be sufficient for you to provide the basics of the work. |

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| Classification ISCED | 0416 Wholesale and retail sales |

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| Available grade | Competent / Not yet competent |

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| Modification history | N/A |

| **Unit of Competency** | **Performance Criteria** | **Knowledge** |
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| **E1. Target potential customers** | **You must be able to:**   1. List sources for developing customer list. 2. Develop the customer’s list. 3. Research general information about customer to determine potential. 4. Update and revise the list regularly. 5. Liaise with call / contact centre. | **You must be able to:**   1. Describe different sources for developing customers list. 2. Explain the importance to maintain customer’s list for sales targets. |
| **E2. Plan for the initial contact**  **.** | **You must be able to:**   1. Establish and maintain prospect files. 2. Obtain strategic information about the prospect’s situation. 3. Identify the potential opportunities. 4. Set contact objectives. 5. Record information in prospect file. | **You must be able to:**   1. Explain primary and secondary goals. 2. Define the gaps. 3. Explain the methods for presenting documented sales plan for approval |
| **E3. Contact and qualify the customer** | **You must be able to:**   1. Write a personal letter, e-mail. 2. Use effective telephone communication skills. 3. Use the planned sales strategies and tactics. 4. Record detail of the conversation. | **You must be able to:**   1. Define effective business writing skills. 2. Describe various decision-making procedures 3. Explain how to meet customer expectations (number of meetings, turnaround dates, etc.) 4. Describe the methods to reconfirm the buying decision |
| **E4. Review and plan for the sales call** | **You must be able to:**   1. Identify the potential opportunities. 2. Set the sales call agenda. 3. Set the sales call objectives. 4. Develop a strong compelling opening statement tied to customers need and benefits. 5. Plan a variety of questions. 6. Reconfirm the appointment. | **You must be able to:**   1. Explain the importance of sales calls. 2. Define sales objectives. 3. Describe different promotional methods. |
| **E5. Select and use the sales tools during process** | **You must be able to:**   1. Collect all the sales support materials. 2. Select and use the sales tools at the appropriate time during the process to emphasize key messages and solutions. 3. Contain all sales tools accessible and be pro-active. | **You must be able to:**   1. Identify sales support materials. 2. Explain the importance of sales tools. |
| **E6. Open the sales call** | **You must be able to:**   1. Great the customer. 2. Build rapport. 3. Communicate sales call objectives. 4. Present an agenda and time frame. 5. Listen to customer’s objectives. 6. Confirm agreement to objectives. | **You must be able to:**   1. Explain the importance of sales class. 2. Describe the benefits of sales calls. 3. Explain the advantages and objectives of sales calls. |
| **E7. Identify needs and /or opportunities** | **You must be able to:**   1. Listen actively. 2. Encourage responses through body language (learning forward) and verbal language. 3. Focus the discussion on the interests and needs of the customers. 4. Reconfirm needs frequently. 5. Use effective feedback skills to check understanding. 6. Uncover buyer’s selection criteria. 7. Identify budgets. | **You must be able to:**   1. Explain the impact of body language. 2. Define verbal language. 3. Explain the importance of effective listening. |
| **E8. Present solutions/options** | **You must be able to:**   1. Match products and services to customer’s needs and / or opportunities. 2. Focus on current needs but also look at emerging needs. 3. Identify solutions. 4. Present proposals. 5. Use a feature / benefit strategy. | **You must be able to:**   1. Identify customer’s need and solutions. |
| **E9. Address objections** | **You must be able to:**   1. Anticipate possible objections and preplan your response. 2. Listen closely for the signals that indicate an objection. 3. Interpret questions and statements. 4. Identify the different sources of objections. 5. Clarify the objections. | **You must be able to:**   1. List different types of objections. 2. Explain the method to solve objections. |
| **E10. Close the sales** | **You must be able to:**   1. Identify and match various decision making styles. 2. Check for more questions, concerns. 3. Summarize the benefits. 4. Recap and highlight specific benefits. 5. Establish agreement with customer as per company policy and procedures. 6. Set the stage for additional business. 7. Reconfirm the buying decision. | **You must be able to:**   1. Explain different decision making techniques. 2. Explain the important points of closing the sales. |
| **E11. Follow up the sales** | **You must be able to:**   1. Reinforce the buying decision as per company policy and procedures. 2. Full fill every commitment. 3. Diarize key points from the sales call. 4. Plan next step. 5. Mange the implementation procedure. 6. Ensure that budget, time lines, quality standards and deliverables are communicated, understood and met. 7. Verify the customer understands and values the products / service benefits. 8. Stay connected with customer. 9. Make calls without a sales objective (a public relation call) to check customer’s satisfaction. | **You must be able to:**   1. Explain the implementation process. 2. Explain the importance of budget, time lines. 3. Explain the importance and advantages of follow up the sales. |
| **E12. Deliver sales presentations** | **You must be able to:**   1. Identify customer’s need. 2. Choose a location for the presentation. 3. Plan the agenda, content and structure of the presentation. 4. Design the content of presentation. 5. Organize information in a logical and orderly manner. 6. Focus on features, advantages and benefits of product / service. 7. Create support materials, audiovisual, slides etc. 8. Utilize appropriate technology. 9. Deliver the presentation. | **You must be able to:**   1. Describe the importance of making sales presentations. 2. Explain the structure of sales presentation. |