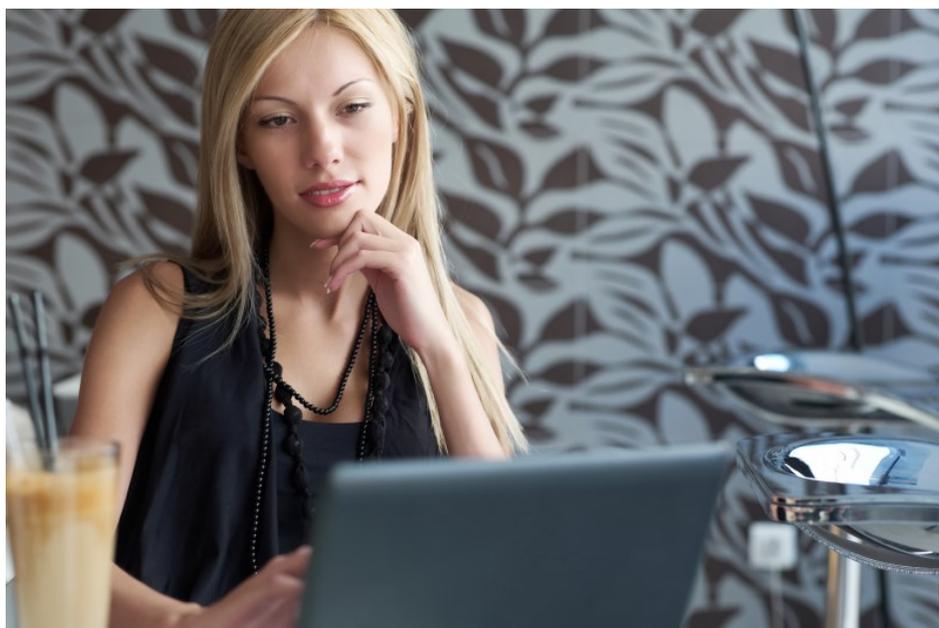


Gain the ISMM Accredited Level 3 Certificate in Sales and Marketing



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The **SalesTrainingOnline** approach enables candidates to gain the fully Accredited Level 3 Certificate in Sales & Marketing **entirely online**, with support from tutors as required, usually over *Skype*.

The fully accredited qualification **Level 3 Certificate in Sales and Marketing** is part of the Qualification Credit Framework (QCF), regulated by the UK government qualification regulator (Ofqual). This also ensures that our qualification and quality assurance systems adhere to the highest standards.

Candidates are able to obtain the full **Level 3 Certificate in Sales and Marketing** by completing and passing the following four **ISMM Level 3** mandatory Units. These are explained in detail overleaf.

- Preparing and delivering a sales presentation 5 credits
- Handling objections, negotiating and closing sales 6 credits
- Understanding influences on buyer behaviour 3 credits
- Understanding laws and ethics of selling 3 credits

These 17 credits meet the requirement set for the Level 3 Certificate in Sales & Marketing. Available at an amazing price of **£795+VAT**, includes ISMM registration fee of £100+VAT.

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1 - Understanding laws and ethics of selling

Unit: U201 Credits: 3

The "Understand laws affecting selling" Tasks equip the Learner to:

1. Identify the laws affecting selling in an organisation
2. Describe how the laws affect selling in an organisation
3. Describe the consequences for yourself, your organisation and the customer if legal requirements are not complied with

This Task examines the affects of the following major laws:

- ◆ Buyers' terms and conditions and unfair contract terms,
- ◆ Consumer credit,
- ◆ Customer protection,
- ◆ Fair trading, trade descriptions and Trading Standards,
- ◆ Privacy and data protection in direct marketing,
- ◆ Product labelling and packaging, Returns and refunds,
- ◆ Warranties and complaints,
- ◆ Sunday trading,
- ◆ The Sale of Goods Act,
- ◆ Weights and measures,
- ◆ Data protection act
- ◆ Consequences (self, organisation, customer, fines, imprisonment, reputation, loss of business, going into liquidation, gifts, bribes)

2 - Preparing and delivering a sales presentation

Unit: U301 Credits: 5

The "Preparing and delivering a sales presentation" Tasks equip the Learner to:

1. Prepare a sales presentation
 - ◆ Identify the needs of the customer
 - ◆ Set objectives of sales presentation ensuring they reflect customer's needs and interests
 - ◆ Assess the likely physical situation for the presentation and identify the most appropriate method
 - ◆ Identify and evaluate resources for delivery of the presentation
 - ◆ Prepare a presentation that includes unique selling propositions
2. Deliver a sales presentation
 - ◆ Deliver a presentation
 - ◆ Provide the customer with opportunities to ask questions and raise objections
 - ◆ Listen and respond to questions from the customer
3. Evaluate a sales presentation
 - ◆ Evaluate the presentation to identify lessons learnt for future presentations

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3 - Handling objections, negotiations & closing sales Unit: U302 Credits: 6

The “Handling objections, negotiations and closing sales” Tasks equip the Learner to:

1. Prepare to handle objections, negotiate and close the sale
 - ◆ Plan to deal with a range of sales objections prior to dealing with the customer
 - ◆ Confirm authorisation to negotiate and prepare a negotiation plan
 - ◆ Identify methods of closing the sale
2. Handle objections
 - ◆ Identify any issues that are preventing the customer agreeing the sale
 - ◆ Explore issues with the customer to identify and prioritise concerns
 - ◆ Provide evidence to the customer of the strengths of the company’s products or services
 - ◆ Confirm that the customer is in agreement with how the objection (s) can be overcome
 - ◆ Respond to verbal and non-verbal buying signals
3. Negotiate with the Customer
 - ◆ Carry out negotiation according to plan
 - ◆ Inform the customer when no further adjustment is available
4. Close the Sale
 - ◆ Apply a trial close
 - ◆ Respond to any further objections and concerns
 - ◆ Use questions to identify potential opportunities for add-ons, up-selling or cross-selling
 - ◆ Close the sale and summarise agreements

4 - Understanding influences on buyer behaviour Unit: U303 Credits: 3

The “Understanding influences on buyer behaviour” Tasks equip the Learner to:

1. Understand buyer decision making processes and their impact on the sales cycle
 - ◆ Explain how the consumer buying decision-making process affects the sales cycle
 - ◆ Explain how the organisational buying decision-making process affects the sales cycle
 - ◆ Explain how each of the Decision Making Units (DMUs) impacts the sales cycle
2. Understand how to respond to the buyer at each stage of the decision making process
 - ◆ Describe how to differentiate between and respond to each member of the decision-making unit in a sales situation
 - ◆ Describe how to present solution (s) to meet the needs and wants of each member of the decision-making unit

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