

Overview

This standard is about selling products and services. You identify customers' requirements and match products and services to their needs. You make proposals, explore any queries and objections, explaining the strengths of your organisation to meet their requirements. You interpret buying signals and close sales, recording the details in line with your organisation's processes.

This standard is for all managers and leaders.

Performance criteria

You must be able to:

1. contact customers identified as sales leads, accessing those who can make buying decisions
2. identify customer requirements through questioning and checking for understanding
3. summarise customer motivations, buying needs and interests
4. identify the key features and benefits of your relevant products and services, matching these to the needs identified
5. assess which products and services are suitable for customer needs
6. evaluate potential trade-offs which may be beneficial both to the customer and to your organisation
7. provide accurate information about products, services and prices
8. make proposals to match the customer's requirements
9. explore any queries or objections raised by the customer and identify any reasons holding the customer back from agreeing the sale
10. identify and prioritise any customer concerns
11. provide evidence of the strengths of your organisation and its products and services to address any concerns the customer may have
12. check that the customer agrees how any concerns can be overcome
13. interpret verbal and non-verbal buying signals given by the customer and act upon them to progress towards closing the sale
14. close the sale by gaining the commitment of the customer
15. agree future contact arrangements, including post-sales calls to confirm customer satisfaction where relevant
16. record all required details in line with organisation processes and procedures
17. follow the legal, organisational, codes of practice and policies relevant to selling products and services

Knowledge and understanding

You need to know and understand:

General knowledge and understanding

1. the difference between influencers and decision makers and their relative roles in the decision-making process
2. the key stages in the sales cycle, and how to use this effectively in structuring the sales approach
3. the importance of active and empathetic listening, and of confirming understanding
4. the importance of questioning techniques and how to use these during the sales cycle
5. the difference between features and benefits, and how to use these in selling
6. the typical range of behaviours displayed by customers, including body language, and how to respond to these constructively in a sales situation
7. the typical objections that can arise in a selling situation and how to manage these
8. how to evaluate potential trade-offs to achieve a 'win-win', whereby particular aspects of the product or service's package might be enhanced whilst others of lesser importance might be reduced, for the benefit of both your customer and your organisation
9. the effective methods for closing sales and confirming customer commitment

Industry and sector specific knowledge and understanding

10. the legal, organisational, codes of practice and policies relevant to

selling products and services

Context specific knowledge and understanding

11. your organisation's sales plans and objectives, including its target market, key customers and their requirements from your products and services

12. your organisation's products and services, their features and potential benefits

13. your organisation's structure and lines of decision-making related to sales

14. the current competitor sales activities, the key features of their products and services, including how they compare with your organisation's products and services

15. your own sales targets and how to create plans for achieving these

16. your organisation's sales process and procedures, including recording requirements

17. the available literature and materials to support the selling process

Skills

1. Assessing
2. Communicating
3. Empathising
4. Information management
5. Innovating
6. Negotiating
7. Obtaining feedback
8. Persuading
9. Presenting information
10. Prioritising
11. Problem solving
12. Questioning
13. Reflecting
14. Thinking with a focus on customers

Sell products and services

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