

# Sales LEVEL 2



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This qualification is for those people working in a sales role.  
This qualification can be completed as part of an Apprenticeship Framework.

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# THE QUALIFICATION STRUCTURE

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## Level 2 NVQ Certificate in Sales

To achieve the Level 2 NVQ Certificate in Sales the learner must achieve:

- all units in group A
- one unit from group B
- three units from group C

### Mandatory Units - Group A

- 201 Manage and prioritise time for sales activities
- 202 Demonstrate compliance with legal, regulatory and ethical requirements for sales activities

### Optional Units - Group B

- 203 Sell products and services face-to-face
- 204 Sell products and services over the telephone

### Optional Units – Group C

- 205 Obtain and analyse sales-related information
- 206 Develop, implement and monitor call plans
- 207 Manage your own personal and professional development in sales
- 209 Sell products and services at trade fairs, exhibitions or conferences
- 210 Undertake sales demonstrations
- 301 Generate and follow up sales leads
- 302 Handle objections and close sales
- 211 Input and access data in your organisation's information systems
- 212 Assist customers to obtain finance for purchasers
- 213 Process customer orders and payments
- 214 Monitor the delivery of products
- 417 Ensure health and safety requirements are met in your area of responsibility

# Sales LEVEL 3



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This qualification is for those people working in a sales role.  
This qualification can be completed as part of an Advanced Apprenticeship Framework.

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# THE QUALIFICATION STRUCTURE

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## Level 3 NVQ Certificate in Sales

To achieve the Level 3 NVQ Certificate in Sales the learner must achieve:

- all units in group A
- Four units from group B

### Mandatory Units - Group A

- 301 Generate and follow-up sales leads
- 302 Handle objections and close sales
- 202 Demonstrate compliance with legal, regulatory and ethical requirements for sales activities

### Optional Units - Group B

- 203 Sell products and services face-to-face
- 204 Sell products and services over the telephone
- 205 Obtain and use sales-related information
- 208 Develop and deliver a professional sales presentation
- 212 Assist customers to obtain finance for purchases
- 303 Analyse competitor information
- 304 Lead and manage sales projects
- 305 Contribute to the development of new products and services
- 306 Assess customer creditworthiness
- 307 Pricing to promote products and services
- 308 Provide learning opportunities for colleagues (MSC Unit D7)
- 309 Implement change (MSC Unit C6)
- 310 Monitor and evaluate sales team performance
- 311 Develop sales proposals and quotations
- 312 Prepare and run sales meetings
- 313 Develop your personal networks (MSC Unit A3)
- 314 Use direct marketing to support sales activities