

Telesales LEVEL 2



This qualification is for individuals working in a direct telephone sales role. This qualification can be completed as part of an Apprenticeship Framework.



THE QUALIFICATION STRUCTURE

Level 2 NVQ Certificate in Telesales

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

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

Mandatory Units - Group A

- 201 Manage and prioritise for sales activities
- 202 Demonstrate compliance with legal, regulatory and ethical requirements for sales activities
- 204 Sell products and services over the telephone

Optional Units - Group B

- 205 Obtain and use sales-related information
- 206 Develop, implement and monitor call planning
- 207 Manage your own personal and professional development in sales
- 208 Develop and deliver a professional sales presentation
- 211 Input and access data in your organisation's information systems
- 212 Assist customers to obtain finance for purchases
- 213 Process customer orders and payments
- 214 Monitor the delivery of products
- 301 Generate and follow-up sales leads
- 302 Handle objections and close sales

Telesales LEVEL 3



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



THE QUALIFICATION STRUCTURE

Level 3 NVQ Certificate in Telesales

To achieve the Level 3 NVQ Certificate in Telesales 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

- 204 Sell products and services over the telephone
- 205 Obtain and use sales-related information
- 207 Manage your own personal and professional development in sales
- 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
- 316 Meet customers' after sales service needs
- 403 Lead a sales team
- 404 Motivate sales professionals and sales partners