

**School of Horticulture, Hairdressing and Applied Therapies**

**Level 1 Certificate in Retail Knowledge**

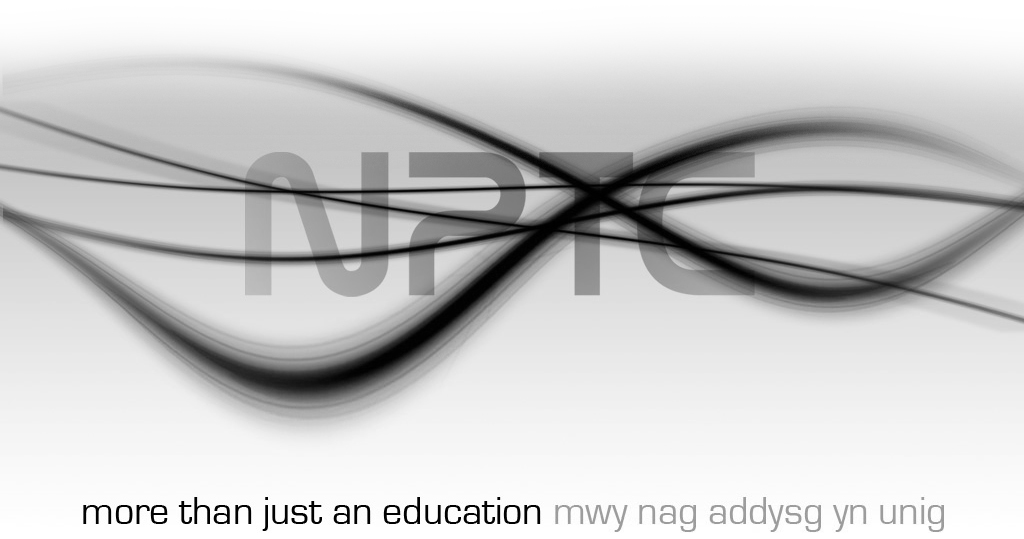
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| --- | --- | --- |
| **Question** | **√ or X** | **Comments** |
| **5 step to selling** |  |  |
| **Identify customer needs** |  |  |
| **Product knowledge** |  |  |
| **How sales are closed** |  |  |

**Unit UV20360- Understanding the retail selling process**

**Workbook**

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| **Name:**  **Group:**  **Date of completion:**  **Tutor signature:** |

**Literacy Alert:**



**Understand the five steps of the selling model**

1. Outline the five steps of the selling model.

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| Steps | Selling model |
| Step 1 |  |
| Step 2 |  |
| Step 3 |  |
| Step 4 |  |
| Step 5 |  |

1. Explain why an effective rapport needs to be created with

customers.

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1. Explain the importance of effective questioning to the sales

process.

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1. Explain how linking benefits to products features helps to

promote sales.

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1. Explain why products must be matched to customer needs

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1. Explain the importance of closing the sale

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**Understand how questions are used to identify customer needs**

1. Define ‘open’ and ‘closed’ questions and state the purpose of each in the selling process

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| Open |  |
| Closed |  |

1. Define what is meant by ‘probing’ questions and state the purpose of these in the selling process

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1. Identify questions which can be used to establish sales opportunities

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**Understand the benefits and uses of products knowledge**

1. Explain how comprehensive and up-to-date product knowledge can be used to promote sales.

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1. Describe how the features and benefits of products can be identified and matched to customers’ needs.

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1. Describe a range of methods for keeping product knowledge up-to-date.

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**Understand how sales are closed**

1. State what is meant by a ‘buying signal’ and describe the main buying signals the salesperson needs to look for.

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1. Describe the main ways of closing sales.

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