

QCF Units

Level 4 and 5 Management and Leadership NVQ CFAQ units

(CFAQ units 90, 91, 92, 93)

Version 1

Unit Title BIIAB Reference Level Credit Value GLH Unit Reference No.	Manage Health and Safety in own area of responsibility CFAQ90 4 5 15 D/504/4056	
Learning Outcome - The learner will:	Assessment Criterion - The learner can:	
1 Understand responsibilities and liabilities in relation to health and safety legislation	1.1	Evaluate personal responsibilities and liabilities under health and safety legislation
	1.2	Describe an organisation's responsibilities and liabilities under health and safety legislation
	1.3	Identify specialists to consult with when health and safety issues outside own remit are identified
2 Understand how to assess, monitor and minimise health and safety risks in own area of responsibility	2.1	Describe the types of hazards and risks that may arise in relation to health and safety
	2.2	Explain how to use systems for identifying hazards and assessing risks
	2.3	Explain how to monitor, evaluate and report on health and safety within own area of responsibility
	2.4	Describe the types of actions which should be undertaken to control or eliminate health and safety hazards
3 Be able to review health and safety policy in own area of responsibility	3.1	Review written health and safety policy against requirements for own area of responsibility
	3.2	Communicate any recommendations for changes to health and safety policy to relevant individuals
4 Be able to communicate health and safety policy in own area of responsibility	4.1	Communicate written health and safety policy to all people in own area of responsibility and other relevant parties
	4.2	Ensure all people in own area of responsibility and other relevant parties understand written health and safety policy
5 Be able to monitor health and safety in own area of responsibility	5.1	Evaluate systems for identifying and assessing health and safety hazards and risks within own area of responsibility
	5.2	Assess working environment within own area of responsibility against organisation's health and safety policy
	5.3	Identify and evaluate non-compliance with health and safety policy and practices within own area of responsibility
	5.4	Take appropriate action to eliminate or control identified hazards and identified risks
	5.5	Evaluate health and safety requirements in project or operational plans within own area of responsibility

Unit Title BIIAB Reference Level Credit Value GLH Unit Reference No.	Analyse competitor activity CFAQ91 3 3 3 Y/502/9927	
Learning Outcome - The learner will:	Assessment Criterion - The learner can:	
1 Be able to identify competitor activity	1.1 1.2 1.3 1.4 1.5	Identify organisations competing for the same customers Identify potentially threatening competitor activity Identify competitors' objectives Identify valid sources of information on competitors and their activity Explain the advantages and disadvantages of sources of information on competitors and their activity
2 Be able to determine the nature of the threat posed by competitor activity	2.1 2.2 2.3	Assess the strengths and weaknesses of competitor activity against agreed criteria Assess the strengths and weaknesses of competitors' products and/or services against agreed criteria Determine the nature and extent of the possible threat posed by competitor activity and products and/or services

Unit Title BIIAB Reference Level Credit Value GLH Unit Reference No.	Developing sales proposals CFAQ92 4 5 30 A/502/8656	
Learning Outcome - The learner will:	Assessment Criterion - The learner can:	
1 Understand how to write sales proposals	1.1 1.2 1.3 1.4 1.5 1.6	Explain how to write a proposal that differentiates the offer from that of a competitor and promotes organisational strengths Describe how to put together a persuasive argument based on quantitative and qualitative evidence Explain the importance of addressing the brief in tender documentation Explain the importance of using the “house style” in proposals Explain the legal and ethical issues relating to sales proposals Explain the client’s procedures for submitting sales proposals
2 Be able to develop sales proposals	2.1 2.2 2.3 2.4 2.5 2.6 2.7 2.8 2.9	Ensure the prospect’s or customer’s requirements are addressed in the proposal Ensure that all identified issues requiring clarification are resolved before the proposal is finalised Identify the conditions and constraints which need to be included within the proposal in order to protect the organisation’s interests Present the proposal in “house style” Ensure that the proposal is based on market factors Provide the required level of detail as briefed by the prospect or customer Ensure that the price reflects the value within the proposal Gain internal approval before submission Supply the proposal within the agreed timescale
3 Be able to evaluate the proposal	3.1 3.2	Obtain feedback from colleagues and the customer on the proposal Evaluate the outcome of the proposal and recommend improvements for the future

Unit Title BIIAB Reference Level Credit Value GLH Unit Reference No.	Prioritising information for sales planning CFAQ93 4 3 20 D/502/8651
Learning Outcome - The learner will:	Assessment Criterion - The learner can:
1 Understand sources and types of information that support sales	1.1 Describe the information about customers' behaviour that is relevant to sales 1.2 Explain the nature of competitors' sales activities 1.3 Explain the relevance of information from the external business environment to sales 1.4 Describe sources of business information relevant to sales
2 Understand internal information that supports sales	2.1 Describe the customer base of the organisation 2.2 Explain organisational information storage procedures 2.3 sales-based information to the sales team
3 Be able to carry out a business audit of the internal and external sales environment	3.1 Obtain information about customers and competitors from a variety of sources to enable a business audit to be conducted 3.2 Organise sales information to support effective sales planning 3.3 Prioritise the internal strengths and weaknesses, and external opportunities and threats the organisation faces in relation to sales objectives
4 Be able to use sales information to support the sales planning function	4.1 Monitor trends and developments that impact on business and sales activities against agreed criteria 4.2 Identify market developments and their implications for organisational sales plans 4.3 Ensure that sales information is communicated to those who need it in accordance with organisational procedures

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