

BIIAB Level 3 NVQ Diploma in Sales (QCF)

Level: 3

Ofqual Qualification Number: 601/6785/3

Size of Qualification: 37 credits

What is the main purpose of this qualification?

The primary purpose of this qualification is to confirm occupational competence.

Who is it for?

This qualification is for learners who are working at an operational level in a Sales environment.

You must be 16 or over to undertake this qualification.

What job role will it help me enter?

This qualification has been designed to give learners the skills to work in Sales roles such as Salesperson, Sales Consultant, Sales Supervisor or Manager or Telesales Professional.

Is this the right qualification for me?

You should undertake this qualification if you are working in Sales and need to demonstrate your competence.

Is this qualification in an apprenticeship?

Yes, this qualification is the main component in the Advanced Apprenticeship in Sales and Telesales. Apprentices will also need to complete the BIIAB Level 3 Certificate in Principles of Sales and Functional Skills in English and Mathematics at Level 2.

How long will this qualification take me?

The qualification requires 210-271 Guided Learning Hours (the number of hours where you will be given guidance, usually by a tutor, in order to achieve the outcomes) and approximately 370 hours in total (1 credit is roughly equivalent to 10 hours of learning time). Some people learn more quickly or are more experienced than others so it may take you more or less time than 370 hours to achieve this qualification.

What does this qualification cover?

The qualification comprises the following mandatory units:

- Negotiating, handling objections and closing sales
- Complying with legal, regulatory and ethical requirements in a sales or marketing role

Learners will also choose optional units to the value of at least 31 credits from the following:

- Selling at exhibitions
- Meeting customers' after sales needs
- Time planning in sales
- Obtaining and analysing sales-related information
- Obtaining and analysing competitor information
- Buyer behaviour in sales situations
- Pricing for sales promotions
- Preparing and delivering a sales presentation
- Developing and implementing sales call plans
- Assisting customers in obtaining finance for purchases
- Assessing customers' credit status
- Communicating using digital marketing/sales channels
- Contributing to the development and launch of new products and/or services
- Prioritising information for sales planning
- Monitoring and managing sales team performance
- Developing sales proposals
- Building and retaining sales relationships
- Developing and implementing sales support and customer service programmes
- Communicate information and knowledge
- Manage own professional development within an organisation
- Develop working relationships with colleagues
- Develop, maintain and review personal networks
- Lead and manage meetings
- Organise the delivery of reliable customer service
- Support learning and development within own area of responsibility
- Leading a sales or marketing team
- Managing the induction and probation of sales staff
- Recruiting sales team members

What could this qualification lead to?

This qualification shows you have gained Level 3 skills in Sales. It may help you to achieve promotion to more senior roles within Sales such as Regional Sales Manager, Senior Sales Representative, National Account Controller, Export Manager, International Sales Manager or Sales Director.

Alternatively you may be ready to progress to a higher level, for example by undertaking the following qualification:

- BIIAB Level 4 NVQ Diploma in Management (QCF) 601/4601/1

Who supports this qualification?

This qualification is supported by Skills CFA, Autotech Recruit Ltd, Sensible Staffing and SRP; the letters of support are available upon request from qualifications@bii.org