

Name of Regulated Qualification: BIIAB Level 2 Certificate In Principles of Sales (QCF)

Level: 2

Ofqual Qualification accreditation number: 601/6778/6

Minimum credits (Size): 18

BIIAB qualification code: CPS2

Overview

What is the main (primary) purpose of this qualification?

- To prepare you to progress to the next level of vocational learning.

What other purposes does the qualification serve?

- To enable you to develop knowledge in the principles of sales.

What job role will it help me enter?

This qualification will provide you with the knowledge and understanding to work in a variety of job roles that involve sales. However you would not be considered Occupationally Competent at this level until you also complete the BIIAB Level 2 NVQ Certificate in Sales or equivalent.

Examples of the job roles that require knowledge of sales include:

- Trainee sales advisor
- Telesales operator
- Junior sales executive

What is the minimum and maximum amount of learning that directly relates to a sales role?

- 14 out of the required 18 credits relate directly to a sales role (1 credit is roughly equivalent to 10 hours of learning time).
- The qualification requires you to undertake a minimum of 6 different areas of learning (known as units). 5 of these areas relate directly to a sales role.

Who is it for?

This qualification is for anyone looking to develop their knowledge and understanding about the principles of sales in order to prepare them to work in a sales related role.

How will the qualification meet its purpose?

This qualification provides you with the knowledge and understanding of the principles of sales at level 2. It is included in the Intermediate Level Apprenticeship in Sales and Telesales and provides evidence that you possess the underpinning knowledge required for various job roles at level 2 that involve sales.

Is this qualification at the right level for me?

You should do a Level 2 qualification if you feel you can use skills, knowledge and understanding to complete routine tasks with some autonomy, some of which may not be familiar to you, and you feel you are ready to take responsibility for your work. You should also have the ability to address problems.

If you feel that you are able to do some of the above but not all (eg perhaps you feel that you need supervision, and may not be ready to deal with problems yourself) you should consider undertaking a Level 1 qualification.

If you feel that this may be too easy for you (eg perhaps you have already achieved a level 2 qualification, or are already working in a senior sales role), you could look to do a higher level qualification such as the BIIAB Level 3 Certificate in Principles of Sales (QCF).

Is this qualification in an apprenticeship?

Yes. This qualification is part of the Intermediate Level Apprenticeship in Sales and Telesales. You may wish to do this qualification as part of the Apprenticeship, or on its own. You may wish to do the qualification on its own (eg outside of an Apprenticeship) if:

- you do **not** want or may not have the time to do one of the other main qualifications that makes up the Apprenticeship (eg the Level 2 NVQ Certificate in Sales)
- you do **not** feel the need to undertake Functional Skills which is a requirement of the Apprenticeship
- you feel you will be unable to achieve the Functional Skills requirements but are able to, and still wish to, achieve a nationally recognised regulated qualification at this level
- you do **not** qualify to receive funding to undertake an Apprenticeship
- your employer wants you to just do the qualification and **not** undertake a full Apprenticeship
- you work as a volunteer

How long will this qualification take me?

The qualification requires at least 131 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 180 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 180 hours to achieve this qualification.

Is this the right qualification in this subject area for me?

You should seek to undertake this qualification if you are:

- interested in working in sales but are not yet employed in a sales role, for example, you may be aged pre-16
- new to working in sales but are inexperienced and need to obtain knowledge and understanding in the subject area

If you only wish to undertake training on the job, the BIIAB Level 2 NVQ Certificate in Sales (QCF) would be more appropriate for you.

Is this the right size qualification for me?

- The BIIAB only offer a Certificate size qualification in this specific area at this level; you should do this Certificate sized qualification if you are prepared to undertake approximately 180 hours in total to achieve this qualification
- If you feel 180 hours is too much of a commitment at this time, you could consider focussing on selecting individual units from this qualification instead.

Are there any requirements to do this qualification?

- You need a desire to work in a role that involves aspects of sales
- You should have the ability to achieve the qualification (after learning and training)

At what age can I take this qualification?

This qualification is suitable for learners who are:

- Pre-16
- 16-18
- 19+

What does this qualification cover?

Overall: Knowledge and understanding about the principles of sales.

Mandatory units: You will be assessed on the following areas:

- Understanding the sales environment
- Understanding sales techniques and processes
- Understanding legal, regulatory and ethical requirements in sales or marketing
- Principles of personal responsibilities and working in a business environment

Optional units: You must also choose optional units from the following list of units:

- Understanding sales targets
- Understanding business awareness in sales
- Principles of presentations and demonstrations in sales
- Principles of selling at trade fairs and exhibitions
- Customer service in sales
- Understanding the relationship between sales and marketing
- Principles of online selling
- Understanding customers' creditworthiness for sales purposes
- Competitor analysis in the sales environment

Your choice of optional units will reflect the role in which you wish to work and your areas of interest.

Framework: This qualification is accredited on the Qualifications and Credit Framework (QCF).

What could this qualification lead to?

This qualification shows you have level 2 knowledge and understanding about the principles of sales which is important for many roles involving sales. It may help you to get a job, to improve your performance at work or get promoted.

If, upon completion, you wish to use the knowledge you have gained to underpin skills and competence in a Sales role, then the following qualification may be suitable for you:

- BIIAB Level 2 NVQ Certificate in Sales (QCF)

If, upon completion, you wish to focus on obtaining knowledge about Sales and proceed to a higher level of learning then the following qualification may be suitable for you:

- BIIAB Level 3 Certificate in Principles of Sales (QCF)

Who supports this qualification?

This qualification is supported for SFA funding by a number of providers including:

- IN-COMM Training and Business Services Ltd
- Sensible Staffing
- Virgin Media

These letters of support are available [here](#).

The regulation of this qualification was supported by the following:

- Skills CFA (Council for Administration)

These letters of support are available upon request from qualifications@bii.org

Official Regulated Purpose (for centre use):

Ofqual Purpose B. Prepare for further learning or training and/or develop knowledge and/or skills in a subject area

Ofqual Sub Purpose B2. Develop knowledge and/or skills in a subject area