

BTEC Level 2 Certificate in Principles of Sales (QCF)

About the course

The purpose of this qualification is to offer learners the underpinning knowledge required to achieve the Level 2 NVQ Certificate and Diploma in Sales (QCF) and to enable them to progress to level 3 qualifications, such as the Level 3 NVQ Certificate and Diploma in Sales (QCF) and the BTEC Level 3 Certificate in Principles of Sales (QCF).

Structure of Course

The learner must achieve a minimum of 18 credits to gain the Edexcel BTEC Level 2 Certificate in Principles of Sales (QCF). They must complete the four mandatory units in Group A (14 credits) and achieve a minimum of four credits from the Group B optional units.

Assessment

All units within this qualification are internally assessed. The qualification is criterion referenced, based on the achievement of all the specified learning outcomes. To achieve a 'pass' a learner must have successfully passed all the assessment criteria. The purpose of assessment is to ensure that effective learning has taken place to give learners the opportunity to:

- Meet the standard determined by the assessment criteria and
- Achieve the learning outcomes.

Contact us

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Course Modules

Mandatory Group –

- Unit 1 Understanding the Sales Environment
- Unit 2 Understanding Sales Techniques and Processes
- Unit 3 Understanding Legal, Regulatory and Ethical Requirements in Sales or Marketing
- Unit 4 Principles of Personal Responsibilities and Working in a Business Environment

Optional Group-

- Unit 5 Understanding Sales Targets
- Unit 6 Understanding Business Awareness in Sales
- Unit 7 Principles of Presentations and Demonstrations in Sales
- Unit 8 Principles of Selling at Trade Fairs and Exhibitions
- Unit 9 Customer Service Sales
- Unit 10 Understanding the Relationship between Sales and Marketing
- Unit 11 Principles of Online Selling
- Unit 12 Understanding Customers' Creditworthiness for Sales Purposes
- Unit 13 Competitor Analysis in the Sales Environment.

Remaining units can be found on the providing qualification board's website