

# Level 2 & 3 Diploma in Sales & Telesales

City & Guilds



**SKILLS**  
TO SUCCEED

APPRENTICESHIPS



Department for the  
**Economy**  
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# Sales & Telesales

## APPRENTICESHIPSNI

### Level 2 NVQ Diploma in sales

#### Who are the qualifications for?

For learners who work or want to work in the sales sector. These qualifications are for those working in any of the following roles or roles similar to these:

- Contact Centre Operator
- Customer Service Assistant/Manager
- Estate Agent
- IT Technical Sales Specialist
- Retail Assistant
- Sales Representative
- Travel Agent
- Vehicle Sales Executive

#### What do the qualifications cover?

They allow learners to learn, develop and practice the skills required for employment and/or career progression in the sales sector.

#### Are the qualifications part of a framework or initiative?

The Level 2 NVQ Certificate in Sales (6801-01) serves as the competence qualification in the Sales Apprenticeship framework.

#### Who did we develop the qualifications with?

They were developed in association with the Council for Administration.

#### What opportunities for progression are there?

The qualifications allow candidates to progress into employment or to the following City & Guilds qualifications:

- Level 3 NVQ Certificate/Diploma in Sales (6801-03/04)
- Level 3 Certificate in Principles of Sales (7711-03)
- Level 2/3 NVQ Certificate/Diploma in Marketing (7712-02/03/04)
- Level 2/3 Certificate in Principles of Marketing (7734-02/03)
- Level 2/3 NVQ Certificate/Diploma in Business and Administration (4428-02/03)
- Level 2/3 Certificate in Principles of Business and Administration (4475-02/03)

Structure				
Qualification	Min. no. of overall credits	Group A Mandatory (Credits)	Group B Optional (Credits)	Group C Optional (Credits)

Level 2 NVQ Certificate in Sales	22	9	4 (min)	5 (min)
		min of 13 credits must be at Level 2		
Level 2 NVQ Diploma in Sales	37	9	4 (min)	20 (min)
		min of 23 credit must be at Level 2		

NB: Candidates can take a maximum of 8 credits from optional Group B.

\*Excluded combination – indicated unit(s) cannot be taken together within any one qualification.

Unit no.	Unit title
<b>Group A</b>	
201	Time planning in sales (2 Credits) Group A
202	Complying with legal, regulatory and ethical requirements in a sales or marketing role (2 Credits)
214	Deliver reliable customer service (5 Credits)
<b>Group B</b>	
203	Selling face to face (4 Credits)
204	Selling by telephone – inbound (4 Credits)
205	Selling by telephone – outbound (4 Credits)
<b>Group C</b>	
206	Inputting and accessing sales or marketing data in information systems (2 Credits)
207	Processing sales orders (2 Credits)
208	Preparing and delivering a sales demo (3 Credits)
209	Selling at exhibitions (5 Credits)
210	Monitoring sales deliveries (2 Credits)
211	Supporting customers in obtaining finance for purchases (3 Credits)
212	Generating and qualifying sales leads (2 Credits)
213	Meeting customers' after sales needs (3 Credits)
215	Manage personal development (4 Credits)
216	Participate in meetings (2 Credits)
217	Communicate information and knowledge (3 Credits)
302	Obtaining and analysing sales-related information (4 Credits)
303	Obtaining and analysing competitor information (3 Credits)
304	Buyer behaviour in sales situations (3 Credits)
305	Communicating using digital marketing/sales channels (4 Credits)

# Sales & Telesales

## APPRENTICESHIPSNI

### Level 3 NVQ Diploma in Sales

#### Who are the qualifications for?

For learners who work or want to work in the sales sector. These qualifications are for those working in any of the following roles or roles similar to these:

- Building Society Manager
- Contact Centre Operator
- Credit Manager
- Customer Service Assistant/Manager
- Estate Agent
- Insurance Broker
- Insurance Business Development Manager
- IT Technical Sales Specialist
- Retail Assistant
- Retail Manager
- Sales Manager
- Sales Representative
- Store Owner/Manager
- Travel Agent
- Vehicle Sales Executive

#### What do the qualifications cover?

They allow learners to learn, develop and practice the skills required for employment and/or career progression in the sales sector.

#### Are the qualifications part of a framework or initiative?

The Level 3 NVQ Diploma in Sales (6801-04) serves as the competence qualification in the Sales Advanced Apprenticeship framework.

#### Who did we develop the qualifications with?

They were developed in association with the Council for Administration.



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## What opportunities for progression are there?

They allow candidates to progress into employment or to the following City & Guilds qualifications:

- Level 3 Certificate in Principles of Sales (7711-03)
- Level 2/3 NVQ Certificate/Diploma in Marketing (7712-02/03/04)
- Level 2/3 Certificate in Principles of Marketing (7734-02/03)
- Level 2/3 NVQ Certificate/Diploma in Business and Administration (4428-02/03)
- Level 2/3 Certificate in Principles of Business and Administration

Qualification	Min. no of credits overall	Group A Mandatory (Credits)	Group B Optional (Credits)	Group C Optional (Credits)
Level 3 NVQ Certificate in Sales	25	6	10 (min)	9 (max)
Level 3 NVQ Diploma in Sales	37	6	22 (min)	9 (max)

Diploma in Sales min of 22 credits must be at level 3

NB: Candidates do not have to take units from optional Group C.

### Unit no. Unit title

#### Group A

- 202 Complying with legal, regulatory and ethical requirements in a sales or marketing role (2 Credits)
- 301 Negotiating, handling objections and closing sales (4 Credits)

#### Group B

- 201 Time planning in sales (2 Credits)
- 209 Selling at exhibitions (5 Credits)
- 213 Meeting customers' after sales needs (3 Credits)
- 217 Communicate information and knowledge (3 Credits)
- 302 Obtaining and analysing sales-related info (4 Credits)
- 303 Obtaining and analysing competitor information (3 Credits)
- 304 Buyer behaviour in sales situations (3 Credits)
- 305 Communicating using digital marketing/sales channels (4 Credits)



- 306 Pricing for sales promotions (5 Credits)
- 307 Preparing and delivering a sales presentation (4 Credits)
- 308 Developing and implementing sales call plans (3 Credits)
- 309 Assisting customers in obtaining finance for purchases (2 Credits)
- 310 Assessing customers' credit status (4 Credits)
- 311 Contributing to the development & launch of new products/services (4 Credits)
- 314 Manage own professional development within an organisation (4 Credits)
- 401 Prioritising information for sales planning (3 Credits)
- 402 Monitoring and managing sales team performance (5 Credits)
- 403 Developing sales proposals (5 Credits)
- 404 Building and retaining sales relationships (5 Credits)
- 405 Develop & implement sales support & customer support programmes (5 Credits)

### Group C

- 312 Leading a sales or marketing team (4 Credits)
- 313 Managing the induction and probation of sales staff (3 Credits)
- 314 Lead and manage meetings (4 Credits)
- 315 Organise the delivery of reliable customer service (6 Credits)
- 406 Recruiting sales team members (4 Credits)
- 407 Develop, maintain and review personal networks (4 Credits)
- 408 Support learning and development within own area of responsibility (5 Credits)



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