

# Vocational Education and Training Award in Principles of Sales Techniques

## Applying for this course:

To apply for this course, you should be 16 years of age or older and have a MQF Level 2 in Maths and English Languages. If you do not have these qualifications but possess other qualifications or relevant experience, kindly contact us on [qa.jobsplus@gov.mt](mailto:qa.jobsplus@gov.mt) stating your ID card number, attaching copies of your qualifications and a copy of your CV highlighting your work experience. Alternatively, you can send the requested information by post addressed to: Quality Assurance Unit, Jobsplus Training Complex, Triq Birżebbuġa, Ħal Far BBG3000.

## Course Duration

This course is of 40 hours duration and consists of two Modules:

- Module 1 is of 20 hours duration - (including 1-hour assessment)
- Module 2 is of 20 hours duration - (including assessment presentations)

## General pedagogical guidelines and procedures for this course:

The delivery of this course will be mainly held through a series of discussions and hands-on exercises. The trainer will also be holding lessons with the learners which will consist of various presentations, case studies and role-play situations

## General assessment policy and procedures for this course:

The learner will be assessed through an ongoing assessment for learning by way of oral, written or practical exercises that will take place throughout the entire unit, to assess and consolidate the learning being covered. Learners will be assessed through delivering a short presentation in class and a written assessment.

## Module 1 Learning Outcomes – **Communication Skills and Selling Techniques**

✓ Apply appropriate listening skills and paraphrasing techniques when communicating with clients	✓ Implement persuasive selling methodology appropriately especially with undecided or difficult clients
✓ Behave assertively and projecting a professional image when interacting with clients	✓ Adopt a consultative selling approach appropriately in a sales environment context
✓ Deal with clients confidently and professionally	✓ Employ appropriate public relations techniques when such techniques are called for in a sales environment context
✓ Deal with clients using appropriate negotiation skills	✓ Apply appropriate telephone skills and tele sales techniques in a tele sales environment context
✓ Use appropriate people skills during a sales situation	✓ Implement proper cash handling
✓ Use challenger sales techniques properly in a sales environment context	✓ Use appropriate marketing skills in a sales environment context
✓ Use account selling methods appropriately in a sales environment context	

**Module 1 Assessment:** The assessment paper is divided into 3 sections:

- Section A – Multiple choice which all need to be answered.
- Section B – Open ended (long answer) questions
- Section C – Open ended (long answer) questions

The duration of this assessment is of 1 hour and the pass mark is that of 45%.

### Module 2 Learning Outcomes – After Sales and Customer Care

<ul style="list-style-type: none"><li>✓ Collaborate with fellow salespersons /supervisors/managers in establishing what are the general customer trends and deal with a customer's needs effectively in a given sales environment</li><li>✓ Gain a customer's trust through appropriate interaction with the customer</li><li>✓ Deal with a client's complaint using appropriate processes and procedures typically found in a given sales environment</li></ul>	<ul style="list-style-type: none"><li>✓ Carry out tasks in after sales support</li><li>✓ Sell products or services to a customer employing appropriate ethical behaviours and respecting a customer's right to confidentiality</li><li>✓ Sell products or services to a customer using appropriate persuasion techniques typically found in a given sales environment</li></ul>
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### Module 2 Assessment:

The learner will need to conduct a presentation as a sales pitch for a product or service of their choice. The learner will also need to provide a short write-up in relation to the presentation.

The pass mark is that of 45%. The learner will need to obtain a pass mark from both the presentation and the write-up.

The Malta Further and Higher Education Authority (MFHEA) deems this certificate to be at Level 2 of the Malta Qualifications Framework and the European Qualifications Framework for Lifelong Learning. This course comprises study modules to which a total of 4 ECVET points are assigned.