

Communication Skills and Selling Techniques

Applying for this course

This course is for persons who completed compulsory schooling up to 65 years of age. Individuals must also be in possession of an MQF Level 2 qualification in English. If you do not have these qualifications but possess other qualifications or relevant experience, kindly contact us on ga.jobsplus@gov.mt, stating your ID card number, attaching copies of your qualifications and a copy of your CV highlighting your work experience.

Course Duration

This course is of 20 hours duration and consists of one Module - (including 2-hour assessment).

General pedagogical guidelines and procedures for this course:

The delivery of this Course will be mainly held through a series of discussions, class work exercises and hands-on training. These will enable learners to practice and consolidate the classroom training. The trainer will also be holding lessons with the learners which will consist of various presentations, including demonstrations.

General assessment policy and procedures for this course:

The assessment will vary from one module to the other. For this module, the learner will be assessed through a presentation delivery. This assessment method gives tutors the opportunity to review and consolidate the learning being covered.

Module 1 Learning Outcomes – Communication Skills and Selling Techniques

<ul style="list-style-type: none">✓ Ensure ability to distinguish between selling a product and selling a service✓ Ensure effective listening skills✓ Be responsible for assertive behaviour✓ Ensure good image projecting✓ Be responsible for one's self-confidence✓ Ensure good negotiation skills✓ Carry out tasks using the challenger sales technique✓ Carry out tasks using the target account selling methodology	<ul style="list-style-type: none">✓ Carry out tasks using the persuasive selling technique✓ Carry out tasks using the consultative selling technique✓ Be responsible for effective telephone skills and tele-sales techniques✓ Be responsible for appropriate cash handling techniques✓ Be responsible for the fight against counterfeiting✓ Ensure one knows and understands the 7 steps of the personal selling process✓ Deal with difficult clients
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Module 1 Assessment:

The learner will be assessed by being asked to deliver a short presentation. This will carry a total of 80% of the global mark.

An ongoing assessment for learning by way of oral and practical exercises will take place throughout the entire unit, to assess and consolidate the learning being covered. This will carry a total of 20% of the global mark.

Trainees are required to obtain a pass mark (45%) in both the Presentation and the Ongoing Assessment.

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