Unit Title	**The Retail Selling Process**
Ofqual unit reference number (code)	K/618/2094
Unit Level	Entry Level 3
GLH	20
Unit Credit Value	2

LEARNING OUTCOMES	**ASSESSMENT CRITERIA**
The learner will:	**The learner can:**
1. Know about the selling process.	1.1. List the key steps in the selling process. 1.2. Give examples of the key skills and qualities that successful sales staff need.
2. Know how to find out what the customer wants.	2.1. State when and how to acknowledge, greet and approach customers. 2.2. State how to find out what customers want.
3. Know how product information can be used to promote sales.	3.1. Identify the features and benefits of a selected product that should attract customers to make a purchase. 3.2. State how to demonstrate the selected product to customers.

Equivalences	N/A

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