**MARK SHEET –: Communicating with people outside the work team**

|  |  |  |  |
| --- | --- | --- | --- |
| **Centre Number :** |  | **Centre Name :** |  |
| **Learner Registration No :** |  | **Learner Name:** |  |
| **INSTRUCTIONS FOR ASSESSMENT AND USE OF MARK SHEET** Assessment must be conducted with reference to the assessment criteria (AC). In order to pass the unit, every AC must be met.Assessors will normally award marks for every AC and then total them into a percentage. However, for greater simplicity, there is the option to not use marks at all and merely indicate with a ‘Pass’ or ‘Referral’ in the box (below right). In order to pass the unit every AC must receive a ‘Pass’ **Where marks are awarded according to the degree to which the learner’s evidence in the submission meets each AC, every AC must be met, i.e. receive at least half marks (e.g. min 10/20). Any AC awarded less than the minimum produces an automatic referral for the submission (regardless of the overall mark achieved).** Sufficiency descriptors are provided as guidance. If 20 marks are available for an AC and the evidence in the submission approximates to the ‘pass’ descriptor, that indicates it should attract 10 marks out of 20, if a ‘good pass’ then ca. 15 out of 20. The descriptors are not comprehensive, and cannot be, as there are many ways in which a submission can exceed or fall short of the requirements. | 1. **Learner named above confirms authenticity of submission.**
2. **ILM uses learners’ submissions – on an anonymous basis – for assessment standardisation.  By submitting, I agree that ILM may use this script on condition that all information which may identify me is removed.**

**However, if you are unwilling to allow ILM use your script, please refuse by ticking the box: □** |
| **Learning Outcome / Section 1:** Understand the importance of effective communication with people outside the team [32 Marks] |
| **Assessment Criteria (AC)** | **Sufficiency Descriptors***[Typical standard that , if replicated across the whole submission, would produce a referral, borderline pass or good pass result]* | **Assessor feedback on AC** *[comments not necessary in every box]* |
| AC 1.1* Explain why effective communication with those outside the team is important
 | **Referral [ca.4/16]** | **Pass [8/16]** | **Good Pass [ca.12/16]** |  |
| * No explanation is given as to why communication with those outside the team is important
* The importance of communication with those outside the team is merely mentioned, as opposed to explained
* Explanation given is incorrect or is generic and does not focus on communication with those outside the team
 | * Explanation is given as to why effective communication with those outside the team is important
 | * Detailed explanation is given as to why effective communication with those outside the team is important and the importance is highlighted
* Those outside the team are clearly identified and the type of communication that is appropriate for them
* The impact of ineffective communication with those outside the team is explained and example(s) given
 |
| / 16(min. of 8) | Pass or Referral |
| AC 1.2* Give examples of the methods of communicating with those outside of team
 | **Referral [ca.2/8]** | **Pass [4/8]** | **Good Pass [ca.6/8]** |  |
| * Little or nothing is given for examples of methods of communicating with those outside the team or the methods are inappropriate
*
 | * Examples of appropriate methods of communicating with those outside the team (e.g. questioning, active listening, Informing, negotiating) are given
 | * Examples of a variety of appropriate methods of communicating with those outside the team are given .
* The suitability of different methods for communicating with different people/groups/categories is explained
 |
| / 8(min. of 4) | Pass or Referral |
| AC 1.3* List the advantages and disadvantages of each method
 | **Referral [ca.2/8]** | **Pass [4/8]** | **Good Pass [ca.6/8]** |  |
| * Only advantages without any disadvantages, or vice-versa, or neither, are given
 | * B**oth** advantages and disadvantages of each method are clearly listed, although **either** advantages **or** disadvantages may be limited
 | * Both the advantages and disadvantages of each method are explained.
 |
| / 8(min. of 4) | Pass or Referral |
| **Assessment comments** (optional): | **Verification comments** (optional): |
| **Learning Outcome / Section 2:** Understand how to present a positive impression to those outside the team [68 Marks] |
| **Assessment Criteria (AC)** | **Sufficiency Descriptors***[Typical standard that , if replicated across the whole submission, would produce a referral, borderline pass or good pass result]* | **Assessor feedback on AC** *[comments not necessary in every box]* |
| AC 2.1* Outline why it is important to give a positive impression to internal and external customers
 | **Referral [ca.3/12]** | **Pass [6/12]** | **Good Pass [ca.9/12]** |  |
| * Nothing is given on why it is important to give a positive impression to internal and external customers
* Description does not provide reason why this is important or it is incorrect or inaccurate.
 | * Why it is important to give a positive impression to internal and external customers is briefly described although the description of the reason may be limited
 | * The importance of giving a positive impression to internal and external customers is explained in some detail, as opposed to merely outlined, and reasons given which differentiate between the internal and external customer, showing common reasons of importance across both
* The potential impact of not giving a good impression to customers is briefly explained and examples given
 |
| / 12(min. of 6) | Pass or Referral |
| AC 2.2* Explain why product/service knowledge is important in presenting a positive impression to those outside the team
 | **Referral [ca.5/20]** | **Pass [10/20]** | **Good Pass [ca.15/20]** |  |
| * Why product/service knowledge is important in presenting a positive image to those outside the team is not explained
* Explanation given is minimal or is incorrect or does not relate to those outside the team
 | * Why product/service knowledge is important in presenting a positive image to those outside the team is clearly explained although the explanation may be limited
 | * Why product/service knowledge is important in presenting a positive image to those outside the team is explained clearly and in detail, highlighting what makes it important and who are the people outside the team that product/service knowledge is given to
* The impact of poor product/service knowledge given and example(s) given to enhance the explanation
 |
| / 20(min. of 10) | Pass or Referral |
| AC 2.3* Explain why it is important to observe legal, organisational and ethical rules when providing information to customers
 | **Referral [ca.5/20]** | **Pass [10/20]** | **Good Pass [ca.15/20]** |  |
| * Nothing given on why it is important to observe legal, organisational and ethical rules when providing information to customers or is merely mentioned as opposed to explained
* Explanation given is minimal or is incorrect or does not cover all three categories of rules
 | * Why it is important to observe legal rules, organisational rules and ethical rules when providing information to customers is clearly explained although the explanation may be limited
 | * Why it is important to observe each of the three categories of rules; legal, organisational and ethical, when providing information to customers is clearly explained in some detail, highlighting the differences between the three categories
* Example(s) of each are given to enhance explanation
 |
| / 20(min. of 10) | Pass or Referral |
| AC 2.4* Outline communication skills that could improve the relationship with customers
 | **Referral [ca.4/16]** | **Pass [8/16]** | **Good Pass [ca.12/16]** |  |
| * Nothing given on communication skills that could improve the relationship with customers
* Communication skills are outlined but not related at all to customers
* Improving communications with customers is outlined but does not address improving customer relationships or what is given is incorrect or inaccurate
 | * Communication skills that could improve the relationship with customers are briefly described
 | * Communication skills that could improve the relationship with customers are described in some detail
* Examples of different methods of communication are given with explanation of how each can improve the relationship with different customers
* Different methods of communication are given with the benefits of those outlined
 |
| / 16(min. of 8) | Pass or Referral |
| **Assessment comments** (optional): | **Verification comments** (optional): |
|  | **/ 100** | **TOTALMARKS** |
| **Assessor’s Decision** | **Quality Assurance Use** |
| **Outcome** (*delete as applicable*): **PASS / REFERRAL** | **Signature of Assessor:****Date:** | **Outcome** (*delete as applicable*): **PASS / REFERRAL** | **Signature of QA:****Date of QA check:** |