**MARK SHEET –: Effectively selling to customers**

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| **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 customers’ needs and requirements [52 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 1.1Identify why previous sales were successful | **Referral [ca.4/16]** | **Pass [8/16]** | **Good Pass [ca.12/16]** |  |
| * Why previous sales were successful is not recognisably identified

Why previous sales were successful is identified **but** is minimal | Why previous sales were successful is correctly identified  | * Why previous sales were successful is identified in detail
 |
| / 16(min. of 8) | Pass or Referral |
| AC 1.2Identify customer requirements by using a recognised question-based structure | **Referral [ca.4/16]** | **Pass [8/16]** | **Good Pass [ca.12/16]** |  |
| Customer requirements are not identified by using a recognised question-based structureCustomer requirements are identified but not by using a recognised question-based structureThe recognised question-based structure generates insufficient information to appropriately identify customer requirements | Customer requirements are identified by using a recognised question-based structure although the information generated by the recognised question-based structure may be limited | * Customer requirements are identified by using a recognised question-based structure to generate detailed and relevant information
 |
| / 16(min. of 8) | Pass or Referral |
| AC 1.3Record and prioritise customer responses | **Referral [ca.5/20]** | **Pass [10/20]** | **Good Pass [ca.15/20]** |  |
| No evidence is given of the recording of customer responsesNo recognisable method of prioritising is usedCustomer responses are insufficient to enable recording and prioritising  | * Customer responses are recorded and prioritised although the customer responses may be similar
 | * A range of different customer responses are recorded and prioritised
 |
| / 20(min. of 10) | Pass or Referral |
| **Assessment comments** (optional): | **Verification comments** (optional): |
| **Learning Outcome / Section 2:** Meet the customers’ needs and requirements [48 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 2.1Outline how to match a customers’ requirements with their organisation’s relevant business solution(s) | **Referral [ca.7/28]** | **Pass [14/28]** | **Good Pass [ca.21/28]** |  |
| How to match a customers’ requirements with their organisation’s relevant business solution(s) is not describedHow to match a customers’ requirements with their organisation’s relevant business solution(s) is merely stated as opposed to being briefly described | How to match a customers’ requirements with their organisation’s relevant business solution(s) is briefly described although the connection between the customer and the solution may be more implicit than explicit | * A brief description is given of how to match a customers’ requirements explicitly with their organisation’s relevant business solution(s)
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| / 28(min. of 14) | Pass or Referral |
| AC 2.2Gain commitment from the customer by closing the sale | **Referral [ca.5/20]** | **Pass [10/20]** | **Good Pass [ca.15/20]** |  |
| * No evidence is supplied that commitment from the customer by closing the sale has been gained
* Evidence is supplied that commitment has been gained from the customer but is not related to closing the sale
 | * Evidence is supplied that commitment from the customer by closing the sale has been gained although the evidence may not be verified
 | * Well documented evidence is supplied to verify that commitment from the customer by closing the sale has been gained
 |
| / 20(min. of 10) | 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:** |