**MARK SHEET – Understanding sales in the workplace**

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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 the sales process [44 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   * Outline the key stages in the sales process | **Referral [ca.2/8]** | | **Pass [4/8]** | | **Good Pass [ca.6/8]** | | |  | |
| * Stages in the sales process are not outlined * Stages in the sales process are outlined but are incorrect | | * Key stages in the sales process are correctly outlined | | * Key stages in the sales process are correctly described in detail, as opposed to merely outlined * Key stages in the sales process are explained in some detail with the sequence and links between each stage correctly outlined, probably including, but not necessarily restricted to: prospecting. rapport, qualifying, identifying needs, summarising, proposing solution, objections, closing, decision, repeat) | | |
| / 8  (min. of 4) | Pass or Referral |

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| AC 1.2   * Explain how sales links to marketing within the workplace | **Referral [ca.5/20]** | **Pass [10/20]** | | **Good Pass [ca.15/20]** |  | |
| * How sales links to marketing within the workplace is not explained * The way(s) in which sales links to marketing in the workplace is explained but explanation is minimal and/or incorrect | * How sales links to marketing within the workplace is explained | | * How sales links to marketing within the workplace is explained with examples given * How sales links to marketing within the workplace is explained in detail (possibly including, but not restricted to: sales planning, sales mix and methods, buyer behaviour, etc. linked to market positioning, segmentation and targeting, product development, promotions and channels, pricing, etc.)with examples given |
| / 20  (min. of 10) | Pass or Referral |
| AC 1.3   * Describe the difference between push and pull sales strategies | **Referral [ca.4/16]** | **Pass [8/16]** | | **Good Pass [ca.12/16]** |  | |
| * The difference between push and pull sales strategies is merely stated, as opposed to described or, if described, the description is incorrect * Push and pull strategies are separately described but there is nothing on the difference between them | * Push and pull sales strategies are described along with some outlining of the difference. The difference is made clear although it may be more implicit than explicit | | * The difference between push and pull sales strategies is fully and clearly described in detail * A range of differences between push and pull sales strategies is fully and clearly described in detail with examples of each type to illustrate the difference |
| / 16  (min. of 8) | Pass or Referral |
| **Assessment comments** (optional): | | | **Verification comments** (optional): | | | |

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| **Learning Outcome / Section 2:** Understand the place of the sales team in achieving the organisations’ objectives [56 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   * Describe different approaches that can be used to achieve sales objectives | **Referral [ca.4/16]** | | **Pass [8/16]** | | **Good Pass [ca.12/16]** | | |  | | |
| * Nothing is given on approaches to achieve sales objectives or they are merely stated, as opposed to described * Less than two approaches are described and/or description is incorrect | | * Description is given of two different approaches that can be used to achieve sales objectives although the description may be limited | | * Several different approaches are described that can be used to achieve sales objectives * A wide range of different approaches that can be used to achieve sales objectives are explained with advantages and disadvantages given | | |
| / 16  (min. of 8) | | Pass or Referral |
| AC 2.2   * Explain how the sales targets relate to organisational goals | **Referral [ca.5/20]** | | **Pass [10/20]** | | **Good Pass [ca.15/20]** | | |  | | |
| * The relationship between sales targets and organisational goals is merely stated, as opposed to explained or, if given, explanation is incorrect * Sales targets are explained but there is no link made with organisational targets or vice versa | | * Clear explanation is given of how the sales targets relate to organisational goals although the explanation may be limitedor the link to organisational goals is more implicit than explicit | | * How the sales targets relate to organisational goals is explained in detail and how, for example, each are interdependent with examples given to enhance explanation * The way in which sales targets are derived from organisational goals is explained | | |
| / 20  (min. of 10) | | Pass or Referral |
| AC 2.3   * Explain the significance of the achievement of sales targets in achieving organisational goals | **Referral [ca.5/20]** | | **Pass [10/20]** | | **Good Pass [ca.15/20]** | | |  | | |
| * The significance of the achievement of sales targets in achieving organisational goals is merely described, as opposed to explained or, if explained, is incorrect * The significance of the achievement of sales targets is explained but no link is made to organisational goals | | * The significance of the achievement of sales targets in achieving organisational goals is explained although the link may be more implicit than explicit | | * The importance of the achievement of sales targets in achieving organisational goals is fully and clearly explained in detail * The way in which the achievement of sales targets contributes to corporate goals is explained in detail with examples of how achievement of sales targets impacts on wider organisational goals | | |
| / 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:** | | | |