

**BTEC Level 3**

# **Advanced Certificate in Sales and Marketing**

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## Advanced Certificate in Sales and Marketing

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## How to use this workbook

This workbook has been designed to provide you with the course material necessary to complete Advanced Certificate in Sales and Marketing by distance learning. At various stages throughout the module you will encounter icons as outlined below which indicate what you are required to do to help you learn.

This **Activity** icon refers to an activity where you are required to undertake a specific task. These could include reading, questioning, writing, research, analysing, evaluating, etc.



This **Activity Feedback** icon is used to provide you with the information required to confirm and reinforce the learning outcomes of the activity.



This **Key Point** icon is included to stress the importance of a particular piece of information.



It is important that you utilise these icons as together they will provide you with the underpinning knowledge required to understand concepts and theories and apply them to the business and management environment. Try to use your own background knowledge when completing the activities and draw the best ideas and solutions you can from your work experience. If possible, discuss your ideas with other students or your colleagues; this will make learning much more stimulating. Remember, if in doubt, or you need answers to any questions about this workbook or how to study, ask your tutor.



## **Advanced Certificate in Sales and Marketing**

# **Introduction**

## **Description of unit**

This course is focused on Operational Sales within a marketing-based business philosophy.

We shall start off by considering what constitutes a marketing-based organisation, and set the sales function within marketing orientation. We shall then consider the various selling contexts and examine the differing roles of the salesperson within these contexts.

Customer satisfaction is at the heart of successful selling, and the first step in achieving this is understanding the customer. We shall consider how to be effective in assessing the level of customer need, winning customer confidence, interlocking with the customer's buying cycle, collaborating with the customer in setting vision and thereby gaining competitive advantage. We shall focus on the sales cycle; from the pre-sales to sales to post-sales phases.

We shall also consider the behavioural aspects of sales and marketing and explore the psychology of selling.

Finally we look at the area of business and personal communication in the sales context. We will consider the role of body language and examine the application of questioning and listening techniques.

The topic areas covered in this course are divided into six units:

Unit 1: Marketing Philosophy.

Unit 2: Types of Selling and the Role of the Salesperson.

Unit 3: Understanding the Customer.

Unit 4: The Sales Cycle.

Unit 5: Behavioural Aspects of Sales and Marketing.

Unit 6: Communications in Sales.

The supporting textbook for this course is:

D. Jobber and G. Lancaster (1994), *Selling and Sales Management*,  
Financial Times Prentice Hall

It is recommended that students refer to the supporting textbook, which covers both the theory and practice of selling, as they work through this course.

## **Content**

### **1 Marketing Philosophy**

Marketing Orientation:

- An overview of a marketing based business philosophy.
- Evolution of the marketing concept.
- Organisational structure and relationships in marketing-oriented companies.

Market management and importance of market segmentation:

- Market management.
- Why segment the market?
- Common segmentation criteria - demographic, geo-demographic, psychographic.

Marketing research:

- Methods of marketing research.
- Market research information - customers, competitors, market size and potential, market trends.
- Pricing research - price elasticity and demand forecasting.

- Product research and development - generating ideas, concept development, feasibility studies, test marketing, Commercialisation.
- Distribution research, communications research.
- Sales research - territory analysis, sales force effectiveness.

The marketing mix:

- Pricing - cost based, competitive based, market based.
- Product - features and benefits, competitive positioning, branding.
- Distribution - channels.
- Promotion - pull strategy, push strategy, third-part endorsements.

## 2 Types of Selling and the Role of the Salesperson

The various selling contexts, types of customer encountered in each and the role of the salesperson in each:

- Retail selling.
- Direct selling in B2B and B2C environments.
- Trade selling.
- Channel distribution.

Different approaches for different sales environments:

- Differences between field selling, retail selling, tele-sales environments
- Differing qualities and characteristics required of salesperson in each sales environment.

Today's market offerings and the sales approach:

- Differences in market offerings: products, services, solutions.
- Solution selling in today's complex business environment.

Selling to new and prospective customers vs. existing customers:

- Role of salesperson in winning new customers.
- Role of salesperson in managing existing customers, repeat selling.

Role of the salesperson in sales forecasting & budgeting, marketing strategy:

- Maximising sales effectiveness; integration with other marketing functions, sales forecasting, sales objectives, measuring performance against objectives.
- Role of the salesperson in delivering marketing strategy; promotion, customer care, market research.

### 3 Understanding the Customer

Customer domain and situational context:

- Relevance of customer/business domain
- Understanding situational context: current solution, pains, empathy

Levels of customer need:

- Sub-conscious.
- Active.
- Envisioned solution.

Buying cycle:

- Steps in the buying cycle; identification, evaluation, choice.
- Enabling customer qualification.

Benefits to the vendor:

- Gaining rapport and winning confidence.
- Proper qualification, better win rate, cost savings.
- Aligning sales proposition with customer need.
- Competitive Advantage.

#### 4 The Sales Cycle

Pre-sales phase, and the sales skills and activities associated with it:

- Marketing information and preparation, and targeting. breaking the ice and building rapport with the potential customer, Identifying buying criteria, Creating a desire in the customer to find a solution.
- Breaking the ice and building rapport with the potential customer.
- Identifying buying criteria.
- Creating a desire in the customer to find a solution.

Sales phase, and the sales skills and activities associated with it:

- Building rapport.
- Elaborating and agreeing needs.
- Presenting a sales proposal.
- Handling objections.
- Negotiating agreement.
- Closing the sale.

Post-sales phase, and the sales skills and activities associated with it:

- Order processing.
- Self-analysis.
- Customer follow-up.
- Gaining referrals and recommendations.
- Identifying repeat selling opportunities.

#### 5 Behavioural Aspects of Sales and Marketing

Different sales environment influences on buyer behaviour:

- Types of buyer (domestic, commercial, trade).
- Decision-making units.

- Influences on domestic, commercial and trade buying.

The role of psychology in selling:

- Pre-requisites of communication: mutual trust and respect, empathy, congruence in communication signals.
- Cultivating mutuality: in benefits, in dependency.
- Psychological techniques: balancing logic and emotion, disturbing the customer, facilitating a buying decision.

Improving self-motivation in a sales role:

- Self evaluation - analysing strengths and weaknesses, evaluating performance.
- Developing a driving force - long-term goals, short-term goals, developing an action plan.
- Personal management - implementing and monitoring an action plan, highlighting positive achievement.

## 6 Communications in Sales

Different forms of written and electronic communication used in a sales context:

- Business letters, memorandums and reports; formats, communication objectives, appropriate message and language.
- Electronic communication: e-mails, EPOS, EDI, Internet.
- Purchase orders and invoices; organisational credit policy and objectives, format, legal requirements and obligations.

Planning and measuring effectiveness of communications with stakeholder and customer groups:

- Planning effective communication: target audience, appropriate method and medium, cost/benefit analysis.

- Public relations: objectives, methods, writing a feature article, writing a press release.
- Advertising: objectives, methods, writing persuasive and informative advertisements.
- Direct mail.
- Measuring effectiveness.

Outline the techniques used in personal communication:

- Questioning and Listening techniques: open and closed questions, soft and hard-fact questions, empathy statements, mirroring pace and tonality.
- Body language: handshakes and power-plays, gestures.
- Modes of communication: visual, auditory and kinaesthetic.
- Effective use of telephone.
- Communications with small groups.

## Outcomes and Assessment Criteria

Outcomes	Assessment Requirements
<b>Unit 1</b>	
1. Describe the evolution of the marketing concept.	<ul style="list-style-type: none"> <li>• Describe the developments and different emphases in production-orientation, sales-orientation, product-orientation and marketing-orientation.</li> </ul>
2. Evaluate the impact of a marketing based philosophy on organisational structure and operational relationships.	<ul style="list-style-type: none"> <li>• Identify the main features of marketing orientation (Kotler).</li> <li>• Describe the impact of marketing-orientation on various organisational styles - hierarchical/functional structure, matrix structure.</li> </ul>