
BTEC Level 2

Intermediate Award in
Sales and Marketing

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Course Introduction

Course Format

The course is divided into three units covering the following topic areas and will take approximately 60 hours to complete:

- Marketing (30%).
- Selling (20%).
- Personal development (50%).

Course Learning Outcomes

At the end of the course you will have:

- Conducted an analysis of both sales and marketing functions.
- Considered the relationship between sales and marketing.
- Acquired an overview of the core marketing tools.
- Become aware of the basic types of selling.
- Considered the qualities of the sales person in relation to different types of selling.
- Developed personal organisation and communication skills.
- Conducted a personal SWOT analysis.
- Been introduced to time management and planning techniques.

Assessment

- Three written assignments (1,000 – 1,500 words approx.)

How to use this workbook

This workbook has been designed to provide you with the course material necessary to complete the Level 2 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.



A **written activity** icon, which will require you to undertake an activity, normally involving writing something, such as a definition or explanation.



A **case study** icon, which will allow you to relate theory to practice.



A **question** icon where you are presented with a question that may require a written answer or is used purely to provoke thought.



An **activity feedback** icon, which refers to aspects relating to a specific activity and is included to provide you with feedback to confirm and/or expand your learning.



A **key point** icon, used to reinforce an important piece of information.



A **checklist** icon, used to aid your understanding of a process or type of behaviour, etc.



A **take a test** icon, used to help you consolidate the knowledge acquired in a particular unit, with model answers provided. This may comprise of self-assessment questions, multiple choice, filling in the missing words, true or false, etc.



A **review activity** icon, which allows you to reflect upon key theories and concepts presented in a unit.

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 marketing and sales environment. Try to use your own background when completing the activities and draw the best ideas and solutions you can from your work experience. If possible, discuss your ideas with other learners or your colleagues; this will make learning much more stimulating. Remember, if in doubt, or you need answers to any questions about this workbook and/or the course, ask your tutor.

Further Reading

This course is complete in itself and you do not need to buy additional textbooks to study it successfully. However, Resource Development International is keen for all students to undertake further reading to broaden their understanding of the sales and marketing environment. Therefore, we have provided you with a copy of: Simon Cooper: *Selling: Principles, Practice and Management*. Print on Demand Edition. Published by Pearson Education ISBN 0273623788. You are also advised to keep yourself up-to-date by regular reading of quality newspapers and professional journals, such as "Sales and Marketing Professional".

Time Management

We suggest that when undertaking study of this workbook, you will need to plan your time. Guidance on managing your study is included in your Candidate Guide and reference should be made to this before embarking on any of the study materials. This module has been designed to take you approximately 60 hours including activities, questioning, research, reading and assessment. It is reflective of the level of work needed to achieve this academic standard. You will therefore need to devote adequate time per week to gain the full benefits from the course and to maximise your chances of success when you undertake the assessment.

You will need to impart a good deal of time and commitment to your studies, but we are sure that you will find the course an enjoyable and rewarding experience. Good luck with the course and the development of your career.

Unit 1

Marketing

Learning Outcomes

When you have worked through this unit, you will be able to:

- Demonstrate an understanding of a definition of marketing.
- Discuss the evolution of the marketing concept.
- Demonstrate an appreciation of how the marketing concept has impacted on the marketing function within commercial and other organisations.
- Understand customer orientation and how it affects the structure of organisations.
- Understand the relationship between sales and marketing.
- Demonstrate an understanding of the basic elements of market segmentation.
- Give an insight into the importance of market segmentation as a tool for categorising customers into groups.
- Highlight the importance of marketing research and its contribution to informing the decision-making process.
- Discuss the elements of the marketing mix.
- Explain the importance of effective customer care and the role of the sales person in fulfilling this function.

Introduction

In the first two sections of this unit we will be considering the evolution of marketing as a business philosophy and function. The focus will be on understanding the concepts of marketing and

customer orientation and examining how, through focusing on the customer, the ethos of long-term customer relationships can be achieved.

The final section of the unit discusses the various tools of marketing that underpin the marketing and sales process within the organisation. This section will provide you with an introduction to four major categories of marketing tools:

- Market segmentation.
- Market research.
- The marketing mix.
- Customer care.

Marketing as a Philosophy

What Marketing is – and is not

Marketing is a fairly recent phenomenon in business, which has developed since the early 1950's. Given this, it is hardly surprising that the term 'marketing' is often misunderstood. Many firms have yet to encompass the marketing philosophy, though almost all profess to do so.

Many of the ideas embodied in the marketing concept have been developed by successful sales professionals. They intuitively applied what are now thought of as marketing principles, such as:

- Selling benefits.
- Identifying potential and new customers.
- Making the purchase process easy.
- Satisfying customers.
- Developing relationships with existing customers.
- Beating the competition.
- Identifying customer needs and wants.
- Delivering exemplary customer service.

QUESTION ACTIVITY



Can you think of a few more to add to the list?

What is fairly obvious is that any definitions of marketing or of sales, are going to have many common factors and there is a clear overlap between the two professions and their functions in business.

Before trying to define marketing, let's consider what marketing is not, before considering what marketing is.

- Marketing is not persuading people to buy what they do not need or want.
- Marketing will not create markets that do not exist.
- Marketing is not just advertising or selling.
- Marketing cannot sell products consumers do not want.

These are rarely misunderstood by people in the business of Sales or Marketing; they are usually the uninformed opinions of people outside the profession, often outside business and management altogether.

KEY POINT



Most people make choices based on personal preferences not only to satisfy needs but also to achieve wants and desires.

WRITTEN ACTIVITY



Having now looked at what marketing is not, what do you think marketing is? Have a go at writing a definition below.

My definition of what marketing is:



ACTIVITY FEEDBACK

Philip Kotler is probably the world's foremost marketing guru. Since writing his first book, "Marketing Management" in 1967, marketing has been defined as a function of management with scientific rigour, models and statistical analysis. Kotler has the knack of simplifying complex issues and describing simple concepts, e.g. "Marketing is basically a matter of exchange in different contexts"; "...the art of creating genuine customer value"; and of "...fulfilling customer needs profitably".

This is further explained in Illustration 1.1 which shows a simplified marketing system.

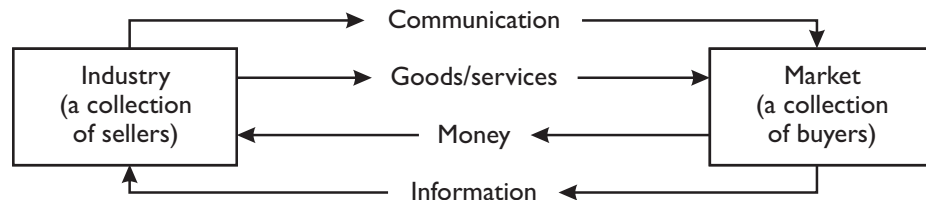


Illustration 1.1. A simple marketing system.

In this model:

- The *industry* is defined as sellers, such as you.
- The *market* relates to those who are buyers, i.e. your existing or potential customers identified by targeting specific groups of people.
- The seller sends communications about the products/services via mediums such as advertising, direct mail, etc. to the buyer.
- In return, the seller receives money and market information.

The Chartered Institute of Marketing (CIM) defines Marketing as:

'Marketing is the Management process responsible for identifying, anticipating and satisfying customer requirements profitably'.

It is clear that marketing is something we are exposed to constantly. When we buy products and services, see advertisements, participate in