


Unit of learning outcomes:	Unit 7: Conducting sales talks		
Qualification to be achieved:	Verkaufsberufe im Einzelhandel: Kaufmann/-frau im Einzelhandel, Verkäufer/-in, Drogist/-in, Buchhändler/-in, Musikfachhändler/-in (DE) Retail sector: Management assistants for retail services, Sales assistants, Chemists, Booksellers, Specialist retail assistant for the music branch (UK)		
Area of work tasks:		EQF-Level: 4	DQR-Level: 4
Additional Unit of Learning Outcomes: yes <input type="checkbox"/> no <input type="checkbox"/>			
Description of Unit: Conducting sales talks; using merchandising strategies for presenting goods, communicating with customers			
Knowledge	Skills	Competence	
<p>He/ She knows:</p> <ul style="list-style-type: none"> • different stages of sales talks • different techniques of questioning • elements of non-verbal communication in the host country • techniques for discovering information about products (internet, in-house information systems and specialist literature) 	<p>He/ She is able to:</p> <ul style="list-style-type: none"> • address customers appropriately in the target language and with regard to different types of customers • present and describe articles to the customer in the target language • describe different types of shoppers and their distinctive traits and habits like small talk and take this into consideration while giving advice • communicate appropriately according to the situation (e.g. politeness, express regret and empathy) • identify and react to elements of non-verbal communication in the host country • use different techniques for finding out product information (e.g. internet, in-house 	<p>He/ She is able to:</p> <ul style="list-style-type: none"> • independently and responsibly conduct sales talks and clinch sales while using elements of communication and sales techniques in the target language with regard to intercultural differences • reconcile the needs of customers and colleagues with those of the company in specific situations • independently and responsibly recognize and resolve communication difficulties caused by cultural, linguistic and contextual factors • independently and responsibly find out product information and apply this in sales talks 	

	<p>information systems and specialist literature)</p> <ul style="list-style-type: none">• select and present products considering the customer's needs and wishes, providing key benefits for the customer, taking into account the price range and methods of naming the price• use merchandising strategies like e.g. appealing to the five senses, offering additional and supplementary articles and services• support and assist customers under difficult sales conditions like customer's objections and irresolution• clinch the deal customer-oriented by confirming the customer's decision and conclude the sale contract appropriately• cooperate in a team with colleagues of different cultures• support and assist colleagues under difficult working conditions• consider and justify his/her conduct in sales talks• react flexibly to new situations	
<p>Additional information: The learning outcomes the learner achieved and demonstrated during the mobility phase are assessed with an evaluation sheet (observation form).</p>		
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Evaluation of the tasks mutually agreed on Unit 7: Conducting sales talks			
Partial tasks: Please mark the parts of the fulfilled learning outcomes with the level reached.	<u>Level of competence</u> 0 = underperforming 1 = meeting expectations 2 = high performing		
A: Knowledge			
He/ She knows:	Student	Teacher	Company Representative
different stages of sales talk			
different techniques of questioning			
elements of non-verbal communication in the host country			
techniques for discovering information about products (internet, in-house information systems and specialist literature)			

Evaluation of the tasks mutually agreed on Unit 7: Conducting sales talks			
Partial tasks: Please mark the parts of the fulfilled learning outcomes with the level reached.	<u>Level of competence</u> 0 = underperforming 1 = meeting expectations 2 = high performing		
B: Skills			
He/ She is able to:	Student	Teacher	Company Representative
address customers appropriately in the target language and with regard to different types of customers			
present and describe articles to the customer in the target language			
describe different types of shoppers and their distinctive traits and habits like small talk and take this into consideration while giving advice			
communicate appropriately according to the situation (e.g. politeness, express regret and empathy)			
identify and react to elements of non-verbal communication in the host country			

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use different techniques for finding out product information (e.g. internet, in-house information systems and specialist literature)			
select and present products considering the customer's needs and wishes, providing key benefits for the customer, taking into account the price range and methods of naming the price			
use merchandising strategies like e.g. appealing to the five senses, offering additional and supplementary articles and services			
support and assist customers under difficult sales conditions like customer's objections and irresolution			
clinch the deal customer-oriented by confirming the customer's decision and conclude the sale contract appropriately			
cooperate in a team with colleagues of different cultures			
support and assist colleagues under difficult working conditions			
consider and justify his/her conduct in sales talks			
react flexibly to new situations			

Evaluation of the tasks mutually agreed on Unit 7: Conducting sales talks			
Partial tasks: Please mark the parts of the fulfilled learning outcomes with the level reached.	<u>Level of competence</u> 0 = underperforming 1 = meeting expectations 2 = high performing		
C: Competence			
He/ She is able to:	Student	Teacher	Company Representative
independently and responsibly conduct sales talks and clinch sales while using elements of communication and sales techniques in the target language with regard to intercultural differences			
reconcile the needs of customers and colleagues with those of the company in specific situations			
independently and responsibly recognize and resolve communication difficulties caused by cultural, linguistic and contextual factors			
independently and responsibly find out product information and apply this in sales talks			

C: Competence (continued):				
Please mark the following areas of competence with your initials when they are fulfilled. The fulfilment is not graded.		Student	Teacher	Company Representative
<i>Please initial the following competences when they have been reached.</i>				
Social competence	Supports colleagues accordingly and in order to relieve them			
Problem-solving competence	Solves problems independently and business-oriented			
Communication competence/ Intercultural competence	Conducts "small talk" professionally in the target language			
	Uses technical jargon			
	Reacts appropriately to regional accents			
	Solves linguistically challenging situations			
	Gives specific information in the target language			
	Can communicate appropriately with people from other cultures			
Ability to work in a team	Works in a team appropriately			
Independence	Acquires specialized knowledge independently			
	Considers and justifies his/her own action and behaviour			
Flexibility	Reacts flexibly to new situations			
	Harmonizes customer's and firm's interests according to the situation.			

Evaluation of the tasks mutually agreed on

Additional comments:

Name of the assessor

Signature:

Place and date: