



This answer book will only be marked and certificated if this is completed by the learner AND prison staff

Learner Statement of Authenticity

By returning this answer book you are confirming that the work contained is entirely your work and does not include any work completed by anyone other than yourself. You also confirm that you have completed the assignment/portfolio in accordance with the instructions given by your establishment.

Learner Prison No. in CAPITAL LETTERS

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Prison:

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Learner's Initials:

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Date:

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Establishment Confirmation of Authenticity

I confirm that the above-mentioned learner, to the best of my knowledge, is the sole author of this completed answer book.

Staff Name:

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Signed:

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Date:

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STAFF USE ONLY

Date Issued	Date Marked	Assessor Initials	Result	
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			PASS	REFER

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How it works

Welcome to your Way2Learn course.

This course is designed to enable access to education for all – whether in-cell or in your establishment's education facility.



To complete this course, you will need to watch all of the episodes. Times for each episode are provided on the next page.



You can request a copy of the episode transcript from your Distance Learning Coordinator or Learning and Skills Manager if you need to revisit any of the information.



If you have any difficulties in completing this course, please speak to a suitable peer mentor or member of staff for some help.



Once completed, return your answer book to the appropriate member of staff. After it has been received, it can take up to 3 weeks to be assessed and issued a certificate.



You can ask a member of staff for a copy of our policies and practices for further details.

Episode Guide

Introduction to Successful Sales Techniques



Everyday

Content Guide	Monday/ Wednesday Friday/Sunday
Ep 1: What Makes a Convincing Sales Team? This episode takes a look at what it takes to be part of a successful sales team. Learn about the behaviours, skills, and mindset that make a good salesperson. Discover that salespeople come in all shapes and sizes and explore the fundamental aspects that make selling all about helping people.	9:45 (am & pm)
Ep 2: Conducting a Sales Conversation Uncover the secrets of buying psychology and learn how to conduct effective sales conversations that resonate with your customers. Master techniques such as asking insightful questions and focusing on benefits to engage and persuade potential buyers.	9:50 (am & pm)
Ep 3: Negotiation Explore the world of negotiation and learn how to reach agreements that benefit both you and your customer. This episode covers key strategies such as knowing your value proposition, actively listening, focusing on solutions, and effective communication.	9:55 (am & pm)
Ep 4: Investigating Buyer Needs Understand the importance of uncovering your customer's pain points, desires, and goals. This episode teaches the power of asking the right questions, active listening, and digging deeper to understand the "why" behind their needs.	3:45 pm
Ep 5: Closing the Deal Learn the techniques to guide customers towards a confident decision without pressure tactics. This episode covers reading customer signals, presenting a clear call to action, addressing last-minute objections, and showing enthusiasm and confidence.	3:52pm

Learning Outcomes



1. Understand the characteristics of a successful sales team.
2. Understand buying psychology and its impact on sales.
3. Demonstrate effective sales conversation techniques.
4. Implement effective negotiation strategies in sales scenarios.
5. Identify and investigate buyer needs through effective questioning.
6. Demonstrate confidence in closing sales deals

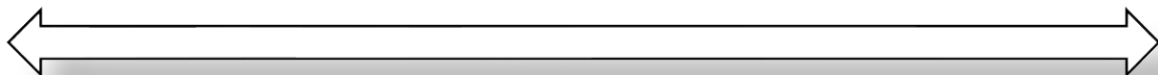
Starting Out

Consider the learning outcomes above.

On a scale of 1 -10, how would you rate your knowledge of '**Sales Techniques**' before starting this course?

(Please tick the appropriate box)

1	2	3	4	5	6	7	8	9	10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Low

High

At the end of this course, you will have the opportunity to rate your knowledge once more.

Knowledge Check

To pass this course you will need to correctly answer **80%** of the questions.
This equates to **26** correct answers out of the 33 marks available.



Episode 1

Question 1

Which of the following is a behaviour of a successful salesperson?

(Please tick the appropriate box)

A	Speaking quickly to make your point	
B	Listening actively to customer needs	
C	Focusing solely on making a sale	
D	Avoiding eye contact with customers	

Question 2

True or False:

A good salesperson is always enthusiastic about their product?

(Please tick the appropriate box)

A	True	
B	False	

Question 3

Which of the following is a critical skill for a salesperson?

(Please tick the appropriate box)

A	Working alone at pace	
B	Avoiding difficult questions	
C	Ignoring feedback	
D	Communicating clearly	

Question 4

True or False:

Salespeople only work in the retail industry?

(Please tick the appropriate box)

A	True	
B	False	

Question 5

Describe the mindset discussed in this episode that helps a salesperson stay positive and resilient.

Episode 2

Question 1

According to the episode tutorial, why do people often choose one brand over another?

(Please tick the appropriate box)

A	Based on emotions and values	
B	Because it is cheaper	
C	Due to flashy advertisements	
D	More convenient	

Question 2

True or False:

Understanding customer emotions can help tailor the sales approach?

(Please tick the appropriate box)

A	True	
B	False	

Question 3

During a sales conversation, what should the main focus be?

(Please tick the appropriate box)

A	The customer's personal life to build rapport	
B	The competition's flaws so you look better	
C	The benefits of your product or service	
D	The price only as this always determines the purchasing	

Question 4

True or False:

Asking open-ended questions helps understand customer needs better?

(Please tick the appropriate box)

A	True	
B	False	

Question 5

Explain how storytelling can be used in a sales conversation to engage a customer and why this could be beneficial to making a sale.

Episode 3

Question 1

Before starting a negotiation, which of the following should you be clear about?

*(Please tick **all** the appropriate boxes)*

A	Your value proposition	
B	Your personal preferences	
C	Avoiding any discounts	
D	Your least favorable terms that you are willing to accept	
E	The customer's needs and concerns	
F	How to take charge of the conversation	

Question 2

True or False:

Negotiation is about finding a win-win solution?

(Please tick the appropriate box)

A	True	
B	False	

Question 3

How should you respond to a customer's objection?

(Please tick the appropriate box)

A	Ignore it and be positive	
B	Argue with them until they agree	
C	Change the topic to the benefits you are offering	
D	Present a solution that addresses their concern	

Question 4

True or False:

Effective communication is **NOT** necessary in negotiation?

(Please tick the appropriate box)

A	True	
B	False	

Question 5

How can understanding the customer's needs and concerns improve your negotiation strategy.

Episode 4

Question 1

What is an effective first step in understanding a customer's needs?

(Please tick the appropriate box)

A	Assuming their needs based on experience	
B	Waiting for the customer to tell you	
C	Asking open-ended questions	
D	Focusing on product features	

Question 2

True or False:

Active listening is **NOT** essential to uncovering buyer needs?

(Please tick the appropriate box)

A	True	
B	False	

Question 3

Which of these is an example of an open-ended question in a sales conversation?

(Please tick the appropriate box)

A	What are you hoping to achieve with this product?	
B	Do you like this product?	
C	Is this within your budget?	
D	Do you need any help?	

Question 4

True or False:

Silence can be useful in encouraging a customer to elaborate on their needs?

(Please tick the appropriate box)

A	True	
B	False	

Question 5

Explain why it is important to understand the "why" behind a customer's needs.

Episode 5

Question 1

True or False:

Reading customer signals is important in knowing when to close the deal?

(Please tick the appropriate box)

A	True	
B	False	

Question 2

Which of the following is a clear call to action that you might suggest at the end of a sales conversation?

(Please tick **all** the appropriate boxes)

A	Telling the customer to visit the website for more information	
B	Arranging a demo	
C	Telling the customer to think about it and get back to you	
D	Requesting a quote	

Question 3

How should you handle last-minute objections from a customer?

(Please tick the appropriate box)

A	Ignore them and keep talking	
B	Address them directly and provide reassurances	
C	Argue your point with the customer	
D	Dismiss their concerns as unimportant	

Question 4

True or False:

Confidence and enthusiasm are key when closing a deal?

(Please tick the appropriate box)

A	True	
B	False	

Question 5

Describe three techniques you could use to close a deal confidently.

1.

2.

3.



Workplace Scenarios

Question 1 (Episode 1)

Scenario: You are attending a company open day where potential customers are invited to learn about your products. A few visitors seem interested but hesitate to approach the sales stand. You want to engage them, but you're unsure how to start the conversation in a way that makes them feel comfortable and interested.

What steps could you take to engage these potential customers effectively, and why is your approach important in making a successful sale?

Word Count: 50-100 words, (2 marks available)

Question 2 (Episode 2)

Scenario: You are working in a mobile phone shop, and a customer walks in looking at different models. Before you can engage with them, a colleague immediately starts listing technical specifications without asking any questions. The customer looks confused and uninterested.

What approach should your colleague have taken instead, and why is it important to understand a customer's needs before presenting product details?

Word Count: 50-100 words, (2 marks available)

Question 3 (Episode 3)

Scenario: You are negotiating a sale with a customer who is interested in buying a high-end product but is concerned about the price. Instead of listening to their concerns, your colleague immediately offers a discount to secure the sale.

What would be a more effective way to handle the customer's concern, and why is it important to focus on value rather than price alone in a negotiation?

Word Count: 50-100 words, (2 marks available)

Question 4 (Episode 3)

Scenario: You are working in a call centre making outbound sales calls. A potential customer has listened to your pitch and seems interested but hesitates when you suggest moving forward with the purchase. They pause and say, "I'm not sure—I need to think about it."

What strategies could you use to keep the conversation open and maintain the customer's interest without pressuring them into a decision?

Word Count: 50-100 words, (2 marks available)

Learning Evaluation

You must comment on the three most important things you have learnt and complete distance travelled.

1.....

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2.....

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3.....

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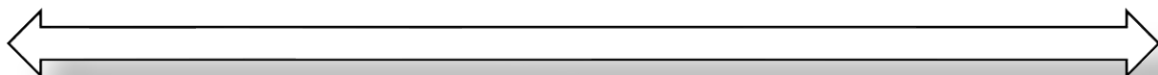
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Distance Travelled

Now that you have completed this course, on a scale of 1 -10, how would you rate your knowledge of Sales Techniques?

(Please tick the appropriate box)

1	2	3	4	5	6	7	8	9	10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Low

High

End of Knowledge Check

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Course Feedback – Introduction to Successful Sales Techniques

TO QUALIFY FOR A MUG OR WATER BOTTLE YOU MUST COMPLETE IN FULL, THE LEARNING EVALUATION. THIS IS A VOLUNTARY SUBMISSION. IF YOU DO NOT COMPLETE THIS YOUR WORKBOOK WILL STILL BE MARKED AND CERTIFICATED, BUT YOU WILL NOT BE ELIGIBLE FOR ANY OF OUR INCENTIVISED GIFTS.

Please clearly write your full name here:

We value your feedback. Please rate each aspect on the scale below:

1. The quality, style and tone of the videos.

1 2 3 4 5 6 7 8 9 10

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Low

High

2. The clarity of the answer book.

1 2 3 4 5 6 7 8 9 10

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Low

High

3. Your enjoyment of this course.

1 2 3 4 5 6 7 8 9 10

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Low

High

Please tell us what you enjoyed most about this course

Please give us one suggestion to improve this course
