



# Consultative Selling QQI Level 6 6N2054 Assignment Brief

This material is copyright of DCM Learning. All rights reserved. You may not, except with our express written permission, distribute or commercially exploit the content. Nor may you transmit it or store it by any other means or other forms of an electronic retrieval system.

---

# Table of Contents

<b>Introduction</b>	<b>3</b>
<b>Course Requirements and Assessments</b>	<b>4</b>
Assessment 1: Assignment (25% / 25 Marks)	5
Assessment 2: Skills Demonstration (75% / 75 Marks)	6
Sales Scenario: Tech Company	8
<b>Marking Guide</b>	<b>9</b>
<b>Bibliography &amp; References</b>	<b>10</b>
<b>Submitting your Assignment</b>	<b>11</b>

---

## Introduction

Hello and welcome to our Consultative Selling Programme, we are delighted that you have chosen to work with DCM Learning as you continue your education.

This course is at Level 6 of the National Framework of Qualifications. To receive an award at Level 6 you will be required to undertake self-directed learning after you complete the training course. This self-directed learning will typically include additional reading, research, self-reflection and preparation of your assessments.

This document contains important information about the assessment process and it is important that you read each part of the document carefully so you clearly understand what is required of you.

We hope your return to the learning experience is a positive one and we wish you every success in achieving your QQI Level 6 Consultative Selling.

In addition to the information in this document, you should visit our [Guide to completing your Consultative Selling Assessments](#) page.

---

## Course Requirements and Assessments

You are required to complete two pieces of work for your certificate. These are detailed below.

Ideally, your assignments should be relevant to your current or previous work environment and practical work-based examples should be given to support your work. If this is not possible you can use an organisation that you are familiar with, maybe through a volunteer role or a hypothetical organisation.

You will be provided with an MS Word template for each assignment, the first page of each template will be a cover sheet which you **MUST** complete in order to submit your assignment. The cover sheet will detail to the grader, who you are, and specify the assessment you are submitting. An assessment template is a helpful tool and we recommend you use it to make sure that you do not leave any sections out and lose marks.

Pay attention to the required word count for each section and do not go significantly under or over the required word count (10% above or below is ok).

Pay attention to the formatting of your document - it matters! Use paragraphs and put headings in bold. Change the vertical spacing on your document to 1.5 or 2.0 (YouTube has how-to videos) to make your assignment easier to read.

Before submitting your assignments you should use a spelling and grammar checker and get somebody else to proofread your work. It's much easier to spot mistakes in another person's writing, and you can lose marks for careless mistakes.

**Your work should show evidence of relevant reading around each topic and it MUST be clearly referenced and include a bibliography.**

## Assessment 1: Assignment (25% / 25 Marks)

This assignment has been designed to allow you to demonstrate your understanding of each topic in the table below and how it might apply to your real work in a Consultative Selling role.

Ideally, your assignment should be relevant to your current or previous work environment and practical work-based examples should be given to support your work.

If you are not currently working within an organisation, then you may complete this task in relation to an organisation with which you are familiar. This could include experience working in a voluntary capacity.

Tasks		Required Word Count
<b>Task 1</b>	<b>The Consultative Selling Process</b>	
5 Marks	A. Outline and explain the key stages of the consultative selling process	300
5 Marks	B. Discuss the difference between B2B and B2C sales and give examples of sales scenarios where each should be applied	200
5 Marks	C. Discuss why active listening is one of the key skills required to be a successful sales consultant.	250
<b>Task 2</b>	<b>Knowing Your Customer</b>	
2 Marks	A. Explain how understanding our buyers and their challenges is crucial to success for consultative selling	100
3 Marks	B. Outline and explain the main types of buyer behavior	250
5 Marks	C. Explain what customer needs analysis is and outline three methods that can be used to identify customer needs.  Your answer should make reference to the different types of needs a customer may have and give examples of how these needs might be met.	300

## Assessment 2: Skills Demonstration (75% / 75 Marks)

This Skills Demonstration requires you to demonstrate your understanding of effective consultative sales techniques by studying the scenario outlined below and answering the following questions.

If you are currently working in a sales role or have previous experience you may include examples from your own experience to support your answer.

Tasks		Required Word Count
<b>Task 1</b> 10 Marks	Based on what you have learned during the course give your opinion on how effective the sales person was during this scenario.  Your answer should highlight what you believe was done correctly and any areas for improvement that you noted.	500
<b>Task 2</b> 10 Marks	<b>Preparation</b>  Outline what you would do to prepare for attending a tradeshow/sales meeting with a potential client.	500
<b>Task 3</b> 5 Marks  5 Marks	<b>Approach</b>  A. Explain why establishing a good rapport with a potential client is of particular importance during the sales pitch that you are making to them?  B. Write a short script to demonstrate how you might start a conversation with a potential lead in the given scenario and determine if they are the decision-maker for their organisation.	250  200
<b>Task 4</b> 5 Marks  5 Marks	<b>Presentation</b>  A. What types of questions would you ask a potential lead in the above scenario?  B. What are your goals for asking these questions?	250  200
<b>Task 5</b> 5 Marks	<b>Handling Objections</b>  A. Discuss the importance of handling objections and explain what technique you would use to overcome them.	200

5 Marks	B. In the given scenario what could have been done after the potential lead said “Not today, but thanks.”?	300
5 Marks	<p>C. Imagine the scenario was adapted, and rather than saying “Not today, but thanks.” our potential lead said one of the following: -</p> <ul style="list-style-type: none"> <li>● “It’s too expensive”</li> <li>● “We’re already in another contract”</li> <li>● “I need to run this by my boss”</li> </ul> <p>For each alternative response, explain how you would respond and explain why.</p>	350
<b>Task 6</b>	<b>Closing</b>	
5 Marks	A. Discuss why closing is an essential step in sales and include some of the red light or negative signals Susie may have identified this lead to having been exhibiting.	250
5 Marks	B. If this lead showed interest in Susie’s business then, hypothetically, could you give 2 examples of closing techniques she may have used.	250
<b>Task 7</b>	<b>Follow Up</b>	
5 Marks	A. Provide three advantages to engaging successfully in the after-sales process and give examples of some follow-up activities	250
5 Marks	B. Include examples of some relationship management follow up activities that Susie may carry out in order to eventually convert this lead to a client?	300

## Sales Scenario: Tech Company

OnlineLearn is a new company that sells online course management software.

They have completed step 1 in the consultative sales process and identified their target market which includes Middle-sized Companies; Educational Agencies; Schools & Public Sector; Small to Medium Training Centers;

As part of their sales plan in year one they have identified a number of Trade Shows throughout the country where they will exhibit the product and run a number of product demos at set times throughout the day.

Susie, one of OnlineLearn's sales executives is working at the first trade show and her objective is to get the contact details of potential leads and arrange as many product demos as possible.

See the script below of Susie having a sales conversation with a potential Lead that visited the OnlineLearn booth.

**Susie:** "Hi! What organisation are you at the show with today?"

**Lead:** "Me? Oh, I'm with Tiny College in Galway."

**Susie:** "I'm Susie and I'm here with OnlineLearn. We're demo-ing our new online Course Management Software. What do you do at Tiny College?"

**Lead:** "I'm the head of IT... [looking around at the booth?] new course management software huh?"

**Susie:** "Yes. OnlineLearn's solutions are hosted online by us so we're ideal for colleges that don't want the hassle of hosting or managing the software themselves. One of the advantages of a hosted solution like OnlineLearn's is that it is much more cost-effective. Pricing for a college with under 1000 students usually starts at around €2,500

**Lead:** "Okay, well thanks for the info. I'll keep all that in mind."

**Susie:** "We're offering a 30% discount off for anyone who signs up for a demo today. Would you be interested?"

**Lead:** "Not today, but thanks."



---

## Marking Guide

50 – 64 %	Pass	Show that you've learned and understood the course material.
65 – 79 %	Merit	Have learned the course material and show that you can apply that knowledge to real-world situations (use practical examples).
80 – 100%	Distinction	Show a deep understanding of the course material and how to apply it. Show evidence of having carried out additional reading, being able to show the pros and cons of the course materials and associated theories and offer alternatives based on solid research.

## Bibliography & References

Whenever you mention another author's work in your assignment, you should credit that author in a Bibliography & Reference section. This is a list of books, research papers or websites you've referred to in your assignment. The purpose of referencing is to give the reader enough information to find the source material. The method you use to reference should be consistent; see the links below for referencing methods. Make sure to highlight in the body of your assignment when you do this so that the examiner knows you're not copying another author's work without crediting them.

For example, in the body of your project, your text might look something like this:

*"Kirkpatrick (1) developed a four-level model for evaluating training, which was challenged and refined by Kaufman (2). "*


### References:

1. Kirkpatrick, D., & Kirkpatrick, J. 2006. *Evaluating Training Programs: The Four Levels*. Berrett- Koehler Publishers.
2. Kaufman, R., & Keller, J. M. (1994). *Levels of evaluation: beyond Kirkpatrick*. *Human Resource Development Quarterly*, 5(4), 371-380.

### Online Referencing Tools:

<https://www.citethisforme.com/harvard-referencing>

<https://www.easybib.com/mla8/source>

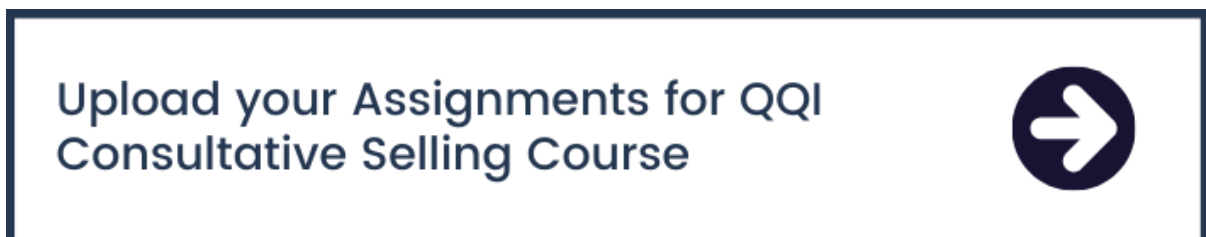
<http://scholar.google.com> (search for the book/paper and click  the icon)

## Submitting your Assignment

### **IT IS ESSENTIAL THAT YOU FOLLOW THESE GUIDELINES WHEN YOU ARE SUBMITTING YOUR WORK**

1. You must submit 1 document for your assignment and 1 document for the demonstration of your skills.
2. Each file must include a signed cover sheet confirming the assignment is your own original work. This sheet will be on the first page of each assignment template.
3. Your name should be on each page (in the header) and each page should be numbered.
4. All files should be saved as PDFs before they are submitted. Files must be named as follows: -
  - a. DCM Learning Consultative Selling - 6N2054- Assignment - YOUR NAME.pdf
  - b. DCM Learning Consultative Selling - 6N2054 - Skills Demo - YOUR NAME.pdf
5. You must respect the word count guidelines
  - a. Assignment: 1,400 Words plus/minus 10%
  - b. Skills Demo: 3,800 Words plus/minus 10%
6. Any information that you source from another writer MUST be referenced in your bibliography. (NOTE: Your bibliography is not included in your word count)
7. You must avoid plagiarism. Plagiarised work will not receive a mark.
8. **All work must be submitted on or before the date advised in your enrollment**
9. If you need an extension you must complete our extension request form  
[Click this link to request an extension now](#)
10. [Click here if you need help completing the extension request form](#)

Once your assignments are ready click the button below to submit them for grading:



If you need help to complete our submission form visit [HERE](#).