

***Marketing and
Sales***



Introduction

LCP offer a range of marketing and sales qualifications. The marketing and sales qualification have been designed to reflect the current and future needs of employers. They develop the knowledge and skills you need for a successful career in the competitive sales environment. These qualifications are suitable for anyone starting out in a sales role or wishing to build on existing experience to progress in their career.

These qualifications can help you to progress in a variety of sales roles in a wide range of industries including:

- Contact Centre Operator
- Retail Manager
- Sales Representative
- Customer Service Assistant/Manager

Qualifications are assessed by looking at evidence of the learner's work. This can include observation, questions, professional discussion, IT assignments and looking at the work they have produced.

To gain a Vocational Qualification, you need to show you've got a set of skills. You work with LCP to review your current skills and find the best way to gain new ones, perhaps by trying new things at work, or by studying.

LCP take a holistic approach to learning, meaning you won't have to repeat tasks to satisfy the qualification criterion. We will assess your current role, prior experience and future aspirations and tailor additional units to suit yours and your employer's requirements.

- Level 2
This level is ideal if you are moving up the career ladder or looking to develop some specialist skills such as understanding buyer behaviour or face-to-face selling.
- Level 3
This level will suit you if you're progressing in your career and have significant knowledge and experience. At this level you are required to demonstrate greater autonomy in completing tasks.



Level 2 Courses

Course Name and Code	Credit Value
6016623X - Certificate in Principles of Sales (RQF)	18
60166241- Certificate in Sales (RQF)	22



Level 3 Courses

Course Name and Code	Credit Value
60166253 - Certificate in Principles of Sales (RQF)	16
60166265 - Certificate in Sales (RQF)	25
60166319 - Diploma in Sales (RQF)	37



Level 3 Courses

Course Name and Code	Credit Value
6017903X - Award for IT Users (ITQ) (RQF)	12
60180043 - Diploma for IT Users (ITQ)	39
60179028 - Certificate for IT Users (ITQ) (RQF)	25

