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# BTEC Intermediate Award in Telesales Skills

This short BTEC Intermediate Award develops and recognises essential telesales skills. It is designed for those who sell products or services to customers over the telephone.

By undertaking this qualification, telesales personnel will develop their knowledge and professional skills within the role – improving levels of sales and company performance.

- Time in role: > 3 months
- Course duration: 1 – 2 months
- Assessed through observation, workplace documentation, testimony and knowledge assessment
- Supported through in-company workshops and e.learning
- To achieve this qualification, candidates complete *two* mandatory units
- Each unit specifies the skills and knowledge required for successful performance

Mandatory Units
1 Sell products and services by telephone
2 Perform effectively in your role

These units develop vital knowledge and skills for telesales personnel including: up-selling, cross-selling, questioning and listening skills, identifying buying needs, promoting features and benefits, overcoming objections and closing skills.

The qualification is based on recognised occupational standards and is jointly certificated by Best Practice and Edexcel – the leading Awarding Body for vocational qualifications.

## Highlights

- Based on recognised occupational standards
- Develops knowledge and performance
- Completed in 1 – 2 months
- 60 – 90 minutes per week study & preparation time
- No written exams or tests

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