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**Overview**

This standard is about identifying opportunities to increase sales of a particular part(s) and carrying out promotional activity which increases sales of the product and retains goodwill. The promotional activity must be a definite campaign that is planned beforehand and evaluated afterwards - it does not mean merely promoting products as a part of normal vehicle parts sales transactions.

For this standard parts may be new, refurbished or recycled.

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**Performance****criteria**

- You must be able to:**
- P1 identify selling opportunities and assess their potential to attract new customers
  - P2 identify opportunities which offer the greatest potential to increase sales
  - P3 communicate essential features and benefits of products and services to customers in a manner which promotes a buying decision and retains goodwill
  - P4 report sales opportunities accurately to the relevant person
  - P5 complete any relevant documentation fully and accurately
  - P6 provide customers with information about promotions in a way which can lead to an increase in sales
  - P7 identify and carry out actions which offer the greatest potential for converting promotional activity into orders
  - P8 record the outcomes of promotional activities accurately
  - P9 report the effectiveness of promotions to the relevant person when requested

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## Knowledge and understanding

You need to know and understand:

### Legislative and organisational requirements and procedures

- K1 current relevant legislation, regulations, codes of practice and guidelines relating to product sales
- K2 how to identify and assess sales opportunities
- K3 how to promote the features and benefits of products
- K4 how to promote products in ways that gain and build customer interest
- K5 how to evaluate the effectiveness of promotional activities
- K6 the difference between a feature of a product and a benefit of a product
- K7 how seasonal trends affect opportunities for sales
- K8 competitors' promotional and marketing activities

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**Scope/range**

**1. Relevant person(s) include:**

- 1.1. manager
- 1.2. supervisor
- 1.3. team leader
- 1.4. senior manager

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**Additional information**

*This section contains examples and explanations of some of the terms used but does not form part of the standard.*

**Glossary**

**Actions**

Examples include report to an appropriate authority, implement company procedures and make enquiries about unattended items

**Promotional activities**

Examples include distribution of leaflets and/or samples, offers of customer incentives

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