

Level 2 Certificate in Sales/ Telesales (6849-20/21)



Assignment guide

6849 – Level 2 Certificate in Sales – 500/9935/8

6849 – Level 2 Certificate in Telesales - 501/0696/X

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1 Guidance for assessors

Introduction

These Level 2 qualifications are Vocationally Related Qualifications (VRQs). They have been developed to provide those working in either the sales or telesales role or those looking to gain employment in the sectors with the critical knowledge needed to support skill development and performance improvement.

Units

The Level 2 Certificate in Sales and the Level 2 Certificate in Telesales are both single unit qualifications. To achieve either qualification the learner must achieve the mandatory unit. The table below illustrates the unit title, number and assessment requirement for each qualification:

Qualification number/ title	Unit title	City & Guilds unit number	Assessment components required
6849-20 Level 2 Certificate in Sales	The selling process in a competitive Sales market	120	One assignment
6849-21 Level 2 Certificate in Telesales	The selling process in a competitive Telesales market	121	One assignment

Centre/qualification approval

Centres wishing to offer City & Guilds qualifications must gain prior approval.

New centres must apply for centre and qualification approval.

Centres approved to offer the following qualifications may apply for approval for the new Level 2 Certificate in Sales and Level 2 Certificate in Telesales using the fast track approval form, available from the City & Guilds website:

- 6819-03 Level 3 Certificate in Sales
- 6770-01 Level 2 Sales NVQ
- 6770-02 Level 3 Sales NVQ
- 6770-03 Level 2 Telesales NVQ
- 6770-04 Level 3 Telesales NVQ

Centres may apply to offer the new qualifications using the fast track form

- providing there have been no changes to the way the qualifications are delivered, and
- if they meet all of the approval criteria specified in the fast track form guidance notes.

Fast track approval is available for 12 months from the launch of the qualification. After this time, the qualification is subject to the standard Qualification Approval Process. It is the centre's responsibility to check that fast track approval is still current at the time of application.

Full details of the process for both centre and qualification approval are given in Providing City & Guilds qualifications – a guide to centre and qualification (scheme) approval which is available on the City & Guilds centre toolkit, or downloadable from the City & Guilds website www.cityandguilds.com.

City & Guilds reserves the right to suspend an approved centre, or withdraw approval from an approved centre to conduct a particular City & Guilds qualification or qualifications, for reasons of debt, malpractice, or for any reason that may be detrimental to the maintenance of authentic, reliable and valid qualifications, or that may prejudice the name of City & Guilds.

Assignments

This guidance should be read in conjunction with specific guidance in each assignment.

Each assignment will provide opportunities for candidates to be assessed on a sample range of the content required for the unit. Assignments consist of several tasks. Assessors are required to administer and mark assignments to the criteria set. Evidence generated should be available to the external verifier for scrutiny, as per the normal visit or when requested.

Assessors should ensure that candidates are aware of the standard they have to reach to achieve a pass.

Completion of assignments

Assessors will decide when each candidate should complete an assignment and will be expected to organise the assignments according to the requirements of the candidates and the course.

Candidates can expect a reasonable amount of guidance on how to organise themselves in order to:

- accomplish tasks
- check that the evidence of the required underpinning knowledge has been produced.

Assessors are strongly advised to check and familiarise themselves with the requirements and feasibility of each assignment before it is issued to candidates.

Equipment/ resources required

Each assignment will detail the equipment and resources required to complete the particular assignment eg the guidance notes will detail any research required prior to the candidate sitting the assignment.

Grading of assignments, units and overall qualification

Each assignment is graded as either Re-sit, Refer, Pass, Merit, Distinction in accordance with the grading criteria for the assignment.

- Specific marking and grading criteria is provided for each assignment.

Time allowance for assignments

The assignments for 6849-120/121, can be delivered according to the centre's individual programme of delivery eg task by task over a set teaching period, over a full term, or over the whole period of the course. They do not need to be taken under timed, controlled conditions, however, it is anticipated that the assignment should take candidates no longer than three hours (excluding research time), to complete. Tasks should be completed under supervision. An example witness statement form is in Appendix 1 which should be used to testify that candidates who are on distance learning programmes/employer based have completed the assignment in the time recommended. Centre staff should guide candidates to ensure excessive evidence gathering is avoided.

If assignments are taking longer than the recommended time, centres should contact the external verifier for guidance. Marking criteria should not be shown to candidates until grading is complete. The marking criteria should not be given to candidates under any circumstances.

Opportunities to repeat assignments

If a candidate fails only one task within an assignment they may repeat the whole task, however they will only be able to achieve a Pass overall for the whole assignment. A reasonable time should be allocated by the assessor for a candidate to repeat a task; this must be indicated on the assessment record. If a candidate fails more than one task they must take a re-sit assignment (alternative version downloadable from the City & Guilds website). It is at the centre's discretion as to whether they allow a candidate to take more than one re-sit assignment, taking into account the individual's circumstances, centre resources, time available etc.

Assessors should ensure that the candidate receives appropriate support before the candidate is allowed to retake the task/assignment. It is recommended that assessors should allow a minimum of seven days or alternative sufficient period of time before any task/assignment is retaken.

The assignments are summative assessment, and other than to gain a Pass, candidates may not retake tasks or assignments to improve grades. It is therefore essential that the assignments are not used as formative assessment and that candidates only attempt the assignments when they are judged to be fully ready. Should tutors/ assessors wish to prepare candidates for the assessments, they may devise their material or use the sample assignments (downloadable from the City & Guilds website) and provide feedback on these.

Please refer to Appendix 2, 3 and 4 for example documents of feedback and action planning forms which may be used by assessors. They are examples only and you may wish to alter them.

Whatever method you use to ensure quality checks are taking place, please send a copy of your proposed system to your external verifier.

Health and safety

The importance of safe working practices must always be stressed. Candidates have responsibilities for the safety of others as well as themselves. Anyone behaving in an unsafe manner must be stopped and suitable warnings given. A candidate should not be allowed to continue working on an assignment if they have contravened these requirements.

Data protection, security

The centre should have available a copy of the Data Protection Act and bring its contents to the attention of candidates.

Centres should themselves ensure that all evidence produced by candidates is kept secure and that assignments are kept locked safely away until their use. It is the responsibility of the centre/assessor to ensure that the candidate taking an assignment/test is the correct person.

Ideally, centres should produce a written strategy outlining their procedures for ensuring the above takes place.

Keeping records

The candidate records that the centre must hold as required for regulatory compliance purposes must include:

- candidate name
- date of birth
- particular assessment requirements
- organisation
- assessor(s) name

- quality assurance co-ordinator/programme co-ordinator's name
- date of registration
- candidate enrolment number
- qualification title and level
- progress records, including unit accreditation and qualification completion dates.

The assessment records that the centre must hold for three years as required for regulatory compliance purposes include:

- name of the candidate
- units/components assessed, types of evidence submitted, assessment methods used
- names of each assessor involved with the units/components
- dates on which the assessments took place
- assessment locations
- assessment decisions made
- assessment plans, review and feedback records, assessment judgements.

For more detailed information on keeping records please refer to the City & Guilds document, Ensuring quality – policy and practice for externally verified/moderated assessment, January 2007, (FR-00-0023), available from the City & Guilds website.

Types of evidence

Assignments are written in a way to encourage candidates to produce different types of evidence.

It is important that candidates ensure their name and enrolment number is on all items of evidence handed in.

Authenticity

Centres are reminded to check for authenticity of work where candidates may be using text and the internet to complete tasks.

Quality assurance of assignments

These qualifications are Vocationally Related Qualifications (VRQs) and do not imply occupational competence. Centres are required to establish a system of internal verification/scheme co-ordination to monitor assessors' decisions. This means that the work of assessors involved in the qualification(s) must be monitored by a quality assurance co-ordinator, to ensure that assessors are applying the standards consistently throughout assessment activities. Quality assurance co-ordinators/programme co-ordinators and external verifiers will sample candidates' work to ascertain whether the evidence for an assignment is complete, and to ensure that the allocation of grades by assessors has been fair and beyond dispute. It is for this reason that the signature of both the assessor and the candidate is required on the assignment mark sheet.

Assessors must ensure that candidates understand why a particular assessment decision has been reached. Where candidates do not feel that the assessment decision has been fair, they should have the opportunity to access the normal appeals/complaints procedure of the centre/learning provider in the first instance, and if this does not resolve the situation, of the awarding body.

The use of grading for the assessment of practical work makes it possible for verifiers to use a system of sampling, but when doing so they have to be sure that the evidence is complete and that the allocation of marks and grades has been fair and beyond dispute. It is for this reason that both the assessor's signature and that of the candidate is required on the final mark sheet. Quality assurance co-ordinators need to be sure candidates understand why the relevant grade has been allocated for the qualification.

Candidates' work may also be subject to external verification, which may be by a visit or by post.

There will normally be one external verification activity per centre, per year.

Guidance on qualifications/experience for trainers/learning providers

Trainers/learning providers should be technically competent in the areas for which they are delivering training and should also have experience of providing training. This will be looked for at the approval stage and will be monitored by the external verification process.

Assessors should have recent relevant experience in the specific area they will be assessing.

Assessors need to have a greater level of experience and understanding than those they are assessing.

In addition, assessors must demonstrate the ability to mark assignments using externally set criteria.

While the A/V units are valued as a qualification they are not currently a requirement for assessors of these qualifications.

If a candidate's work is selected for external verification, samples of work must be available to the appointed external verifier.

An external verifier will visit the centre/learning provider and their role includes the following:

- ensuring that quality assurance co-ordinators are undertaking their duties satisfactorily
- monitoring internal quality assurance systems and sampling assessment activities, methods and records
- acting as a source of advice and support
- promoting best practice
- providing prompt, accurate and constructive feedback to all relevant parties on the operation of centre's/learning provider's assessment systems.

Policy on managing cases of suspected malpractice

The policy on Managing cases of suspected malpractice by centres and candidates can be found on the City & Guilds website www.cityandguilds.com.

Claiming certification

Candidates must be registered at the beginning of their course. Centres should submit registrations via the Walled Garden or on Form S (Registration), under the appropriate qualification number, eg 6849-20. Assignments successfully achieved should be claimed also using Walled Garden or Form S (Results submission); component numbers must be entered followed by P (Pass), M (Merit) and D (Distinction).

Details on all procedures can be found in the Directory of qualifications, published by City & Guilds. This information also appears on City & Guilds website www.cityandguilds.com

2 Guidance for candidates

The following are general instructions which should be followed alongside any specific instructions for each assignment.

- Before you start the assignment you should read the assignment text carefully. This will help you to understand how each task fits into the whole assignment and to plan your answers.
- There is a recommended time allowance of three hours for the assignment.
- You should start each task on a fresh sheet of paper or on a new page if you are using a word processor.
- On each sheet of paper you should type or write your name and enrolment number.
- Check with your Assessor/ Tutor, if necessary, to ensure that you have fully understood the process.
- You must, at all times, observe all relevant Health and Safety precautions.
- At the conclusion of this assignment, check your work and then hand all paperwork to your Assessor.
- You and your assessor must sign each Assessment Record to verify that all the work contained in that assignment is your own.
- When all required assessment has been completed to the required standard you will achieve either the Level 2

Policy for appeals

The policy on *Reviews, appeals and complaints against assessments* can be found on the City & Guilds website www.cityandguilds.com.

Appendix 1 Witness Testimony

Level 2 Certificate in Sales/ Telesales

Candidate name _____

Centre name and number _____

I hereby testify that the above candidate has carried out all the requirements of the following assignment within the recommended time allowance stated. I further testify that all work submitted is authentic and the candidate's own.

Unit number

Assignment title
and tasks
completed

Venue

Date

Witness details

Name _____

Position/Job title _____

Organisation/contact details _____

Candidate signature _____ Date _____

Witness signature _____ Date _____

Appendix 2 Candidate action plan - examples

Candidate Action Plan

Centre Name:	
Candidate Name:	
Course Title:	

Task/ assignment	Action Points

Assessor Name:		Candidate Name:	
Assessor Signature:		Candidate Signature:	
Date:		Date:	

Appendix 3 Marking feedback example

Candidate name _____

Assessor name _____

Centre name _____

To pass the assignment, Candidates are required to complete each task to the minimum standard indicated below.

Task	The candidate has:	Met / not met	Comments and Feedback
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Assignment passed? Yes / No

Assessor signature _____

Date _____

Appendix 4 Candidate assessment record - example

Assignment feedback and result sheet

Unit number and title

Candidate's name

Enrolment
number

Assessor's name

Centre number

Dates assignment
submitted

1st

2nd

Tasks	1st Submission	Resubmission	IV Signature if sampled
	Outcome Pass/Fail	Outcome Pass/Fail	
A	<hr/>	<hr/>	<hr/>
B	<hr/>	<hr/>	<hr/>

Assessor/Tutor feedback to candidate on outcome of assessment

Target date and action plan for resubmission (if applicable)

Assessor/Tutor feedback to candidate on outcome of resubmission

Date of final assessment decision

I confirm that this assessment has been completed to the required standard and meets the requirements for validity, currency, authenticity and sufficiency

Tutor/assessor's
signature

Date

I confirm that the assignment work to which this result relates, is all my own work

Candidate signature

Date

Internal verifier
signature

Date

Useful contacts

UK learners

General qualification information

T: +44 (0)844 543 0033

E: learnersupport@cityandguilds.com

International learners

General qualification information

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F: +44 (0)20 7294 2413

E: intcg@cityandguilds.com

Centres

Exam entries, Registrations/enrolment, Certificates, Invoices, Missing or late exam materials, Nominal roll reports, Results

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F: +44 (0)20 7294 2413

E: centresupport@cityandguilds.com

Single subject qualifications

Exam entries, Results, Certification, Missing or late exam materials, Incorrect exam papers, Forms request (BB, results entry), Exam date and time change

T: +44 (0)844 543 0000

F: +44 (0)20 7294 2413

F: +44 (0)20 7294 2404 (BB forms)

E: singlesubjects@cityandguilds.com

International awards

Results, Entries, Enrolments, Invoices, Missing or late exam materials, Nominal roll reports

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F: +44 (0)20 7294 2413

E: intops@cityandguilds.com

Walled Garden

Re-issue of password or username, Technical problems, Entries, Results, GOLLA, Navigation, User/menu option, Problems

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