

CCSMP16

Take and process orders for printed music



Overview

This unit is about the sale or hire of products available from your company. You will require a good knowledge of the products available within your organisation. You are expected to be able to identify your customer's buying /hire needs and to provide them with information. You will need to demonstrate an understanding of their markets. In addition you are also expected to process payment for the products requested. The unit also requires you to pick up and respond to verbal and non-verbal buying signals, both negative and positive.

See also MP50 Identify and communicate the process for receipt and dispatch of goods in a music publishing organisation, MP20 Deal with customer queries, requests and problems regarding printed music for sale or hire, , MP45 Deal with music publishing customers by telephone and CCS13 Present a positive image of yourself and your organisation through effective communication

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Performance criteria

You must be able to:

- P1 treat potential customers with respect, clearly identifying and providing sufficient information on the type and availability of goods that are on offer
- P2 use structured questions to obtain information from prospective customers about their needs
- P3 identify opportunities to 'cross sell' goods or services. Cross selling involves the sale of additional goods or services on offer.
- P4 provide customers who request unavailable goods and services with information on how to obtain them
- P5 deal with customer queries and objections using clear and accurate responses
- P6 calculate and confirm the correct prices for the goods and services required by customers
- P7 clearly explain to customers the payment methods that are accepted by the organisation
- P8 collect the correct payment from customers
- P9 record transactions in the appropriate systems according to the requirements of the organisation
- P10 refer problems with transactions to the appropriate people
- P11 provide customer feedback and reaction to products or services to appropriate people in your own organisation
- P12 if required you will calculate the appropriate discount
- P13 prepare and process customer hire agreements

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Knowledge and understanding

You need to know and understand:

- K1 your organisation's policy regarding the service provided to customers
- K2 how to treat customers with respect
- K3 the catalogue of publications available from your organisation
- K4 techniques that can be applied when selling including cross-selling, up-selling and selling add-ons
- K5 listening and questioning techniques
- K6 to whom you should refer to when you encounter problems with transactions
- K7 how to manage the various forms of payment for transactions, in line with organisational procedures
- K8 how to record details of transactions in line with organisational procedures
- K9 the discount structure of your organisation
- K10 the organisation's systems and processes for obtaining product information and processing orders
- K11 the processes of storage and despatch of printed music for sale or hire

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