

CCSMP19

Sell printed music



Overview

This unit is all about selling printed music. It is about preparing your approach for face to face, telesales or online selling, it is also appropriate for cold calling. It is about ensuring that you are prepared in advance to deal with the needs of the customer in order that you are able to close the sale.

See also 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 identify customers and prospects to contact by telephone, email or in person
- P2 determine and allocate the appropriate time to deal with your prospective or existing customer
- P3 prepare your sales pitch that will be used during your contact with customers or prospects
- P4 seek to identify your customer's or prospect's current situation, needs and wants using a variety of effective questioning techniques
- P5 highlight your own organisation's strengths and benefits and the features of your organisation's products and services
- P6 use questions to identify specific customer needs and wants
- P7 establish the strength of the prospect and their level of interest
- P8 identify actions that need to be taken to progress and close the sale
- P9 review the sales activities to identify ways of improving your sales techniques

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Knowledge and understanding

You need to know and understand:

- K1 how to develop your sales approach appropriate to the prospective or existing customer and record the outcome of each sales approach effectively
- K2 techniques that can be used when selling face-to-face or on the telephone, including cross- selling and up-selling
- K3 methods for estimating maximum and minimum returns and how to prioritise sales calls and visits according to the potential value and probability of a sale
- K4 how to calculate profit margins and the impact of offering additional discount
- K5 listening and questioning techniques for selling or progressing a sale
- K6 how to involve your customer in reaching a decision about the sale
- K7 the range of potential behaviours displayed by customers and how to manage them effectively and constructively
- K8 effective methods for closing a sale
- K9 how to evaluate and measure the success of sales calls
- K10 legal, regulatory and ethical issues relating to sales
- K11 organisation and sector regulatory requirements and practices relating to selling and customer transaction records
- K12 your organisation's products and services
- K13 competitor activities, products and services and the latest developments in your organisation's markets
- K14 sales targets for your own area of responsibility and limits of your personal authority
- K15 organisational procedures for recording customer call information and follow-up activities
- K16 who to keep informed about important customer call information
- K17 organisational procedures for closing orders and securing sales, including organisational guidelines on additional discount and after-sales agreements
- K18 customer and prospect feedback activities and how to channel the information effectively
- K19 support and technical assistance available to sales team members

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