



Australian Government

Assessment Requirements for BSBMKG409 Design direct response offers

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

Performance Evidence

Evidence of the ability to:

- design and test a range of direct response offers which meet organisational marketing objectives
- develop a pricing structure, customer service levels and relevant support materials for a product or service
- present a direct response offer for a product or service
- use a range of office equipment (telephones, internet) and software (databases) to formulate and refine direct response offers.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- explain typical components of design offers
- list the vehicles for gathering customer feedback
- describe the types of direct marketing sales, including support material requirements
- describe the factors that affect pricing of offers.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the business development – marketing field of work and include access to:

- relevant workplace documentation and resources
- case studies and, where possible, real situations.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>