



Australian Government

Department of Education, Employment and Workplace Relations

ICTCC341A Provide sales solutions to customers

Release: 1

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Modification History

Not applicable.

Unit Descriptor

Field: Sales

This unit applies to processing of major sales inquiries requiring complex solutions and follow up to ensure customer satisfaction.

This unit is based on units ICTTC212A in the ICT97 training package.

Prerequisite units: Nil

Equivalent units: Nil

Note: Performance Criteria may be adapted to the enterprises specific sales processes.

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Equivalent units: Nil

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Application of the Unit

Not applicable.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Not applicable.

Elements and Performance Criteria Pre-Content

Not applicable.

Elements and Performance Criteria

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Element	Performance Criteria
1 Identify customer needs	1.1 Question customers in detail to determine requirements 1.2 Verify and agree actual customer needs with the customer 1.3 Access customer records in the case of an existing client 1.4 Technical/specialist advice is offered to the customers where such advice is considered beneficial to the closing of the sale and customer understanding and decision making 1.5 Identify the customer's financial limitations 1.6 Discuss estimates and quotes with specialist staff prior to submission to customer fully 1.7 Prepare, present and discuss estimates/quotes with the customer, as the role permits 1.8 Explain the benefits of the various options fully 1.9 Explain pricing structures to the customer fully 1.1 Give customers the opportunity to question options/quotes provided
2 Close sales	1.1 Promote the advantages of dealing with the enterprise 1.1 Manage customer objections effectively by promotion of specific benefits 2.1 Agree on the product/service to be purchased with the customer 2.2 Establish the customer's preferred purchase arrangements clearly 2.3 Finalise documentation relating to sale and forwarded to customer for agreement and signature

- 2.4 Negotiate and arrange the method of payment with the customer
- 2.5 Conduct appropriate credit checks
- 2.6 Record delivery/installation arrangements as agreed with the customer
- 2.7 Privacy requirements are fully applied during the transaction
- 3 Input sales records
 - 3.1 Record details of sale fully
 - 3.2 Amend existing customer records where appropriate
 - 3.3 Initiate invoices in accordance with enterprise policy
 - 3.4 Organise delivery/installation in accordance with enterprise policy
- 4 Provide sales support where required
 - 4.1 Verify of customer satisfaction after delivery/installation
 - 4.2 Identify additional action to satisfy customer need
 - 4.3 Initiate action in an efficient and timely manner

Required Skills and Knowledge

Not applicable.

Evidence Guide

Assessment location and resources

Assessment will occur in an operational customer contact centre using customer contact technologies and information technology or a simulated contact centre with similar features.

Critical evidence

Assessment candidates should produce evidence of the following:

Identification and verification of customer needs.

Obtaining of specialist advice to the advantage of enterprise in meeting customer needs.

Matching of product/service to customer need and full presentation of available options.

Accurate provision of estimates/quotes.

Benefits of products/service are fully explained to the customer.

Promotion of enterprise in dealings with the customer.

Pricing structures relating to product/service offered are clearly explained and understood by the customer.

Negotiation of payment and financing arrangements with the customer.

Accurate recording of sales, payment and delivery arrangements.

Achievement of customer satisfaction.

Skills and knowledge

Advanced Customer Service Skills.

Listening Skills.

Interpersonal Skills.

Negotiation Skills.

Problem Solving Skills.

Selling Skills.

Sales Principles.

Marketing Principles and Practice.

Estimate/Quoting Procedures.

Enterprise Protocols Associated with Customer Service.

Pricing Policies.

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Listening Skills.

Interpersonal Skills.

Negotiation Skills.

Problem Solving Skills.

Selling Skills.

Sales Principles.

Marketing Principles and Practice.

Estimate/Quoting Procedures.

Enterprise Protocols Associated with Customer Service.

Pricing Policies.

Range Statement

The following statements cover a wide range of circumstances. Assessment of candidates should be within the range that applies to the candidate's particular role or workplace.

Sales

May relate to:

product/service purchase/provision
variation to existing product/service
upgrade of current product/service
amendments to previous sale arrangements.

Customer records

Are normally maintained in a computerised system specific to the enterprise but may take the form of paper/card related systems

Product/service options

May relate to different products/service which will meet the customer needs, product model, pricing differentials, product/service types, product/service mixes

Technical/specialist advice

Would normally be provided by product/service specialist engineer/provisioning/marketing staff

Estimates/quotes

May be prepared alone or in conjunction with specialist staff.

Payment arrangements

May be:

credit card
cheque
money order
cash
payment on delivery
direct debit.

Credit checks

May be automated or undertaken by sales person or by specialist staff within the enterprise.

Relevant legislation, codes, regulations and standards include:

Privacy Act
EEO and Anti Discrimination Legislation
Telecommunications Act
Freedom of Information
Trade Practices Act
Consumer Credit Code

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Unit Sector(s)

Not applicable.