



Australian Government

Department of Education, Employment and Workplace Relations

SIRWSLS006A Build sales of branded products

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor This unit describes the performance outcomes, skills and knowledge required to promote, position and maximise the sale of branded products and services for a wholesale business in a territory.

Application of the Unit

Application of the unit This unit focuses on setting sales objectives, developing promotional strategies, monitoring sales and ensuring outcomes are achieved for branded products. It involves identifying factors affecting sales of branded products and developing objectives and strategies to maximise sales.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units Nil

Employability Skills Information

Employability skills The required outcomes described in this unit contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit is packaged will assist in identifying employability skills requirements.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency. Performance criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Maximise sale of branded products in a territory.	<p>1.1 Determine <i>characteristics</i> and market position of product or service sales in a <i>territory</i>.</p> <p>1.2 Report <i>major competitor activity</i> in a territory or product or service area to supervising manager.</p> <p>1.3 Process and action special requests from customer businesses distributing and selling <i>brand</i>.</p> <p>1.4 Develop <i>sales plan</i> for a specific territory.</p> <p>1.5 Build opportunities to value-add to existing businesses into <i>sales strategies</i>.</p> <p>1.6 Identify and report <i>special events</i> or opportunities for once-off sales and <i>promotional programs</i>.</p> <p>1.7 Factor special events into sales plans.</p>

ELEMENT	PERFORMANCE CRITERIA
2 Secure effective product positioning in business outlets.	<ul style="list-style-type: none">2.1 Implement joint <i>merchandising plans</i>.2.2 Plan and secure off-location <i>displays</i>.2.3 Secure optimal locations for product displays.2.4 Confirm products or services are available for promotions and supply agreements in a timely manner.2.5 Foster <i>cooperative strategies</i> with management of business customers to maximise product or service sales.
3 Report on sale of branded products within a territory.	<ul style="list-style-type: none">3.1 Complete sales <i>reports</i> on branded product for a territory.3.2 Report key activities by product, brand or service type for specific customers or other variables.3.3 Report success of sales strategies for branded product within a territory.3.4 Submit <i>recommendations</i> for improving sales of branded products in the territory to team management.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the essential skills and knowledge and their level, required for this unit.

The following skills must be assessed as part of this unit:

- verbal and non-verbal interpersonal communication skills
- collecting, analysing and organising information to:
 - determine current market position
 - monitor progress towards sales targets
 - identify special events and anticipate customer demands
 - identify positioning of major competitors
 - evaluate success of sales strategies for branded product
 - provide recommendations for improving sales
- literacy and numeracy skills to:
 - read and interpret information
 - review sales outcomes
 - develop sales reports
- teamwork and collaboration.
- personal task and priority planning
- time management
- implementing joint plans.

The following knowledge must be assessed as part of this unit:

- analysis and reporting requirements
- planning cycles
- special events that affect a territory or business customer's account
- strategies that foster cooperative planning
- territory coverage plans
- territory features and service characteristics
- relevant business policy and procedures
- OHS aspects of job
- relevant commercial law and legislation.

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- collects and organises relevant information to identify factors affecting sales of branded products
- determines market share for branded products and develops sales objectives and strategies to maximise sales
- ensures productive product positioning in business outlets
- implements and provides support for joint merchandising plans with business customers
- proactively identifies and responds to special events and opportunities to build sales of branded products within a territory or with a business customer.

Context of and specific resources for assessment

Assessment must ensure access to:

- a wholesale work environment
- relevant documentation, such as:
 - business policy and procedures
 - sales plans and objectives
- access to a range of business customers with different requirements.

EVIDENCE GUIDE

Methods of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- observation of performance in the workplace
- third-party reports from a supervisor
- customer feedback
- written or verbal questioning to assess knowledge and understanding.

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

Assessing employability skills

Employability skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts.

Employability skills embedded in this unit should be assessed holistically in the context of the job role and with other relevant units that make up the skill set or qualification.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. ***Bold italicised*** wording in the performance criteria is detailed below.

Characteristics may include:

- features and benefits
- price range
- supplier or manufacturer information
- target group.

RANGE STATEMENT

- Territory*** may be defined by:
- size, type and location of businesses
 - demographic parameters
 - territory size, location and geographic spread
 - account customers.
- Major competitor activity*** may include changes to:
- market share
 - positioning with local businesses
 - price
 - quality
 - volume of sales
 - presentation or merchandising of products or services
 - customer retention figures
 - sales demographics.
- Brand*** may encompass:
- product brands
 - company brands
 - supplier brands
 - register trade marks
 - registered brands
 - intellectual property.
- Sales plan*** for a specific territory may take into account:
- relevant business policy and procedures
 - relevant legislation and statutory requirements
 - types of products and services provided
 - size, type and location of business
 - business merchandise range
 - characteristics of the specific products or services
 - customer demographics
 - customer confidence and expectations.
- Sales strategies*** may vary with:
- brand type
 - marketing campaigns
 - product or service
 - territory
 - promotional strategies and their duration, cycle, territory coverage and product or service focus.

RANGE STATEMENT

Special events may include:

- promotional campaigns
- recreational events, e.g. sporting events and public gatherings
- seasonal events, e.g. holidays

Promotional programs may include:

- manufacturer product or service campaigns
- loyalty programs
- seasonal campaigns
- events
- sales discounts
- special displays
- gift merchandise and promotional materials
- staff uniforms, badges, hats, etc.
- advertising materials.

Merchandising plans may include:

- promotional activities
- signage
- new products
- new range.

Displays may include:

- window displays
- promotion
- sale
- new products
- new range
- exhibition displays
- displays for promotional photography.

Cooperative strategies with business customers may include:

- joint promotions
- special events support
- pricing
- collaborative planning
- co-branding
- improved trading terms.

RANGE STATEMENT

Reports on branded product for a territory may include information on:

- competitor activities
- recalls
- product problems
- display disputes
- business customer requests
- end consumer complaints.

Recommendations may be given:

- verbally
- in writing
- in groups
- individually.

Unit Sector(s)

Sector Wholesale

Competency field

Competency field Sales