



Australian Government

Department of Education, Employment and Workplace Relations

SIRWSLS304 Build sales of branded products

Release: 1

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Modification History

The version details of this endorsed unit are in the table below. The latest information is at the top.

| Release | Comments |
|---------------|---|
| First Release | This is a revised unit, based on and equivalent to SIRWSLS006A Build sales of branded products. |

Unit Descriptor

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

The unit covers focussing on setting sales objectives, developing promotional strategies, monitoring sales, and ensuring outcomes are achieved for branded products.

Application of the Unit

The unit applies to sales personnel.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Pre-Requisites

Nil

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

Elements

Performance Criteria

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

- | | |
|---|--|
| <p>1. Maximise sale of branded products in a territory.</p> | <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 sales territory, 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.</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> |
| <p>2. Secure effective product positioning in business outlets.</p> | <p>2.1.Implement joint <i>merchandising plans</i>.</p> <p>2.2.Plan and secure off-location <i>displays</i>.</p> <p>2.3.Secure optimal locations for product displays.</p> <p>2.4.Confirm products or services are available for promotions and supply agreements in a timely manner.</p> <p>2.5.Foster <i>cooperative strategies</i> with management of business customers to maximise product or service sales.</p> |
| <p>3. Report on sale of branded products within a territory.</p> | <p>3.1.Complete sales <i>reports</i> on branded product for a territory.</p> <p>3.2.Report key activities by product, brand or service type for specific customers or other variables.</p> <p>3.3.Report success of <i>sales strategies</i> for branded product within a territory.</p> <p>3.4.Submit <i>recommendations</i> for improving sales of branded products in the territory to team management.</p> |

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- collecting, analysing and organising skills to:
 - determine current market position
 - evaluate success of sales strategies for branded product
 - identify positioning of major competitors
 - identify special events and anticipate customer demands
 - monitor progress towards sales targets
 - provide recommendations for improving sales
- communication and interpersonal skills to:
 - liaise with customers
 - negotiate with and persuade customers
- literacy and numeracy skills to:
 - develop sales reports
 - read and interpret information
 - review sales outcomes
- planning and organising skills to:
 - implement joint plans
 - develop and implement sales plans
 - plan personal tasks and priorities
- selling skills to promote branded products
- teamwork skills to foster cooperative strategies and collaboration

Required knowledge

- analysis and reporting requirements
- relevant legislation and statutory requirements relating to the retail industry, including:
 - work health and safety (WHS)
 - commercial law and legislation
- key components of planning cycles
- relevant business policy and procedures
- special events that affect a territory or business customer's account
- strategies that foster cooperative planning
- territory coverage plans
- territory features and service characteristics

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the 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 business-to-business sales work environment
- relevant documentation, such as:
 - business policy and procedures
 - sales plans and objectives
- a range of business customers with different requirements.

Method 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.

Guidance information for assessment

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

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, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the individual, accessibility of the item, and local industry and regional contexts) may also be included.

Characteristics may include:

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

Territory may be defined by:

- account customers
- demographic parameters
- size, type and location of businesses
- territory size, location and geographic spread.

Major competitor activity may include changes to:

- customer retention figures
- market share
- positioning with local businesses
- presentation or merchandising of products or services
- price
- quality
- sales demographics
- volume of sales.

Brand may encompass:

- company brands
- intellectual property
- product brands
- register trademarks
- registered brands
- supplier brands.

Sales plan for a specific territory may take into account:

- business merchandise range
- characteristics of the specific products or services
- customer confidence and expectations
- customer demographics
- relevant business policy and procedures
- relevant legislation and statutory requirements
- size, type and location of business
- types of products and services provided.

Special events may include:

- promotional campaigns
- recreational events, such as sporting events and public gatherings
- seasonal events, such as holidays.

- Promotional programs** may include:
- advertising materials
 - events
 - gift merchandise and promotional materials
 - loyalty programs
 - manufacturer product or service campaigns
 - sales discounts
 - seasonal campaigns
 - special displays
 - staff uniforms, badges and hats.
- Merchandising plans** may include:
- new products
 - new range
 - promotional activities
 - signage.
- Displays** may include:
- displays for promotional photography
 - exhibition displays
 - new products
 - new range
 - promotion
 - sale
 - window displays.
- Cooperative strategies** with business customers may include:
- co-branding
 - collaborative planning
 - improved trading terms
 - joint promotions
 - pricing
 - special events support.
- Reports** on branded product for a territory may include information on:
- business customer requests
 - competitor activities
 - display disputes
 - end consumer complaints
 - product problems
 - recalls.
- Sales strategies** may vary with:
- brand type
 - marketing campaigns
 - product or service
 - promotional strategies and their duration, cycle, territory coverage and product or service focus
 - territory.
- Recommendations** may be given:
- in groups
 - in writing
 - individually

- verbally.

Unit Sector(s)

Wholesale

Competency field

Sales