



Australian Government

**Assessment Requirements for
AHCMER501 Develop a sales strategy for
rural products**

Release: 1

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Modification History

Release	TP Version	Comment
1	AHCv1.0	Initial release

Performance Evidence

The candidate must be assessed on their ability to integrate and apply the performance requirements of this unit in a workplace setting. Performance must be demonstrated consistently over time and in a suitable range of contexts.

The candidate must provide evidence that they can:

- review current product sales against the marketing plan
- identify:
 - product specifications and quality assurance strategy
 - target market outlets
 - timing and volume of sales
 - price risk management strategy
- assess a range of options for selling rural products
- devise a sales strategy
- implement the sales strategy and review against targets in the marketing plan

Knowledge Evidence

The candidate must demonstrate knowledge of:

- potential market outlets
- customer specifications for products and services
- relevant information sources related to markets and market returns
- marketing and promotional planning targets
- relevant work health and safety legislation, codes of practice and enterprise requirements
- relevant commercial law and legislation

Assessment Conditions

Competency is to be assessed in the workplace or simulated environment that accurately reflects performance in a real workplace setting.

Assessors must satisfy current standards for RTOs.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c6399549-9c62-4a5e-bf1a-524b2322cf72>