



Australian Government

Assessment Requirements for AHCMER502 Develop a sales strategy for rural products

Release: 1

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Modification History

Release	Comments
Release 1	This version released with AHC Agriculture, Horticulture and Conservation and Land Management Training Package Version 6.0.

Performance Evidence

An individual demonstrating competency must satisfy all of the elements and performance criteria in this unit.

There must be evidence that the individual has developed a sales strategy for rural products on at least one occasion, and has:

- reviewed current product sales against the marketing plan
- assessed a range of options for selling rural products
- developed a sales plan that identifies:
 - product specifications and quality assurance strategy
 - target market outlets
 - timing and volume of sales
 - price risk management strategy
- devised a sales strategy
- developed a contingency plan
- implemented the sales strategy and reviewed against targets in the marketing plan
- monitored performance against sales strategy targets.

Knowledge Evidence

An individual must be able to demonstrate the knowledge required to perform the tasks outlined in the elements and performance criteria of this unit. This includes knowledge of:

- marketing plans relevant to the development of a rural products sales strategy'
- relevant information sources related to markets and market returns
- specifications for products and services
- potential market outlets relevant to rural products sales strategy
- legislation and codes of practice requirements relevant to developing a sales strategy for rural products
- marketing and promotional planning targets.

Assessment Conditions

Assessment of the skills in this unit of competency must take place under the following conditions:

- physical conditions:
 - a workplace setting or an environment that accurately represents workplace conditions
- resources, equipment and materials:
 - marketing plans
 - sales benchmark information
 - product and service specifications
- specifications:
 - legislation and codes of practice requirements applicable to developing a sales strategy for rural products.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

Companion Volumes, including Implementation Guides, are available at VETNet: -
<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c6399549-9c62-4a5e-bf1a-524b2322cf72>