



Australian Government

BSBCUE304 Provide sales solutions to customers

Release: 1

BSBCUE304 Provide sales solutions to customers

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

Application

This unit describes the skills and knowledge required to process sales enquiries requiring complex solutions, and to follow up to ensure customer satisfaction.

It applies to individuals who apply a broad range of competencies in a varied work context, using some discretion and judgement and relevant theoretical knowledge, and who may provide technical advice and support to a team.

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

Unit Sector

Stakeholder Relations – Customer Engagement

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1 Identify customer needs	<p>1.1 Question customers in detail and listen actively to determine product and service requirements</p> <p>1.2 Verify and agree customer needs with customer</p> <p>1.3 Access existing customer records and offer technical and specialist advice to customer, where such advice is considered beneficial to closing of the sale and customer understanding and decision-making</p> <p>1.4 Identify customer's financial limitations</p> <p>1.5 Discuss estimates and quotes with team and specialist staff if necessary, prior to submission to customer</p>

ELEMENT	PERFORMANCE CRITERIA
2 Respond to customer needs	<p>2.1 Prepare, present and discuss estimates and quotes with customer, as role permits</p> <p>2.2 Fully explain benefits of various options and pricing structures to customer</p> <p>2.3 Give customer opportunity to question options and quotes provided</p> <p>2.4 Promote advantages of dealing with the organisation</p> <p>2.5 Manage customer objections effectively by promoting specific benefits</p>
3 Close sales	<p>3.1 Agree on product or service to be purchased with customer</p> <p>3.2 Establish customer's preferred purchase and payment arrangements</p> <p>3.3 Finalise documentation relating to sale and forward to customer for agreement and signature</p> <p>3.4 Negotiate and arrange payment method with customer</p> <p>3.5 Conduct appropriate credit checks</p> <p>3.6 Clearly record delivery/installation arrangements as agreed with customer</p> <p>3.7 Comply with relevant legislation, codes, regulations and standards during engagement and sale</p>
4 Input sales records	<p>4.1 Fully record details of sale</p> <p>4.2 Amend existing customer records where appropriate</p> <p>4.3 Initiate invoices according to organisational policy</p> <p>4.4 Organise delivery/installation according to organisational policy</p>
5 Provide sales support where required	<p>5.1 Verify customer satisfaction after delivery/installation</p> <p>5.2 Identify additional action to satisfy customer needs</p> <p>5.3 Initiate action in an efficient and timely manner</p>

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.3	<ul style="list-style-type: none"> Recognises and interprets textual information from relevant sources to determine customer requirements
Writing	3.3, 3.6, 4.1-4.3	<ul style="list-style-type: none"> Prepares specific information, in formats required by organisation, to conduct and close sales
Oral Communication	1.1-1.3, 2.1-2.3, 3.1, 3.2, 3.4, 3.6, 5.1	<ul style="list-style-type: none"> Articulates clearly using specific and relevant language suitable to audience to convey requirements, and listening and questioning to confirm understanding Elicits views and opinions of others by listening and questioning
Numeracy	1.4, 2.1, 2.2, 3.4, 3.5	<ul style="list-style-type: none"> Interprets numerical information and applies basic mathematical calculations relating to estimates and quotes Extracts, evaluates and compares numerical information
Navigate the world of work	3.7, 4.4	<ul style="list-style-type: none"> Takes personal responsibility for adherence to legal/regulatory requirements and organisational policy in planning and undertaking work
Interact with others	1.1-1.5, 2.1-2.5, 3.1, 3.2, 3.4, 5.1, 5.2	<ul style="list-style-type: none"> Selects and uses appropriate conventions and protocols when communicating with customers and relevant authorities Recognises importance of establishing rapport to engage customers and provide effective service solutions in complex situations
Get the work done	1.3, 2.1, 3.3, 3.5, 3.6, 4.1-4.4, 5.1-5.3	<ul style="list-style-type: none"> Plans and implements customer sales tasks, accepting stated goals and aiming to achieve them efficiently Uses systematic, analytical processes to gather relevant credit information Recognises and takes responsibility for anticipating and addressing predictable problems to achieve customer satisfaction promptly Uses familiar digital systems and tools to access, organise, analyse, record and display information relevant to customer sales activities

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
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Code and title current version	Code and title previous version	Comments	Equivalence status
BSBCUE304 Provide sales solutions to customers	BSBCCO304C Provide sales solutions to customers	Updated to meet Standards for Training Packages Code changed to reflect industry practice	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>