



Australian Government

BSBSLS402A Identify sales prospects

Release: 1

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Modification History

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to identify of potential sales prospects through application of prospecting methods.

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

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Application of the Unit

This unit applies to individuals in a sales related position in a small, medium or large enterprise across a wide variety of industries who identify and collate sales prospect information that can be used to generate leads. They may provide advice and support about aspects of sales solutions to support a sales team.

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Licensing/Regulatory Information

Refer to Unit Descriptor

Pre-Requisites

Employability Skills Information

This unit contains employability skills.

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Elements and Performance Criteria Pre-Content

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.

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Elements and Performance Criteria

Elements and Performance Criteria

Element	Performance Criteria
1 Employ prospecting methods	1.1 Identify a range of prospecting methods
	1.2 Consider and evaluate the strengths and limitations of primary and secondary prospecting methods
	1.3 Select prospecting methods to match the market to which the product is targeted
	1.4 Target present, previous and new clients through chosen prospecting methods
2 Qualify prospects	2.1 Research and establish criteria for qualifying leads
	2.2 Ensure criteria are established according to buyer accessibility, buyer motives , product affordability, purchase authority, legal compliance and return for the seller
	2.3 Ensure the established criteria represent a standard against which the buying potential of individuals and groups is gauged
3 Manage prospect information	3.1 Develop a system to record prospect information
	3.2 Implement the system for recording prospect information
	3.3 Monitor the system for recording prospect information for effectiveness

- 3.4 Evaluate the system for recording prospect information
- 3.5 Refine the system for recording prospect information based on evaluation of system

Required Skills and Knowledge

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

Required skills

literacy skills to interpret legal requirements, company policies and procedures

research and data analysis skills to determine prospect requirements

technology skills to design and record formats to facilitate information storage and retrieval.

Required knowledge

principles of buyer motives

identification and overview knowledge of key provisions of relevant legislation from all levels of government that affects business operations, codes of practice and national standards, such as:

anti-discrimination

ethical principles

consumer protection

contract law

privacy laws

Trade Practices Act

benefits and key features of own organisation's and competitors' products

information management strategies used to manage prospect data

prospecting methods used in the sales process.

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.

Overview of assessment

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

Evidence of the following is essential:

- demonstration of the use and management of different prospecting methods targeting a present, previous and new client
- research and establishment of criteria used in qualifying leads identified through prospecting methods
- recording, storage and retrieval of prospect information.

Context of and specific resources for assessment

Assessment must ensure:

- access to an actual workplace or simulated environment
- access to organisational sales prospect information, databases and records.

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:

- analysis of responses to case studies and scenarios
- assessment of criteria developed to qualify sales leads
- demonstration of prospecting methods
- direct questioning combined with portfolios of evidence and third party workplace reports of on-the-job performance by the candidate
- observation of use of prospecting methods
- oral or written questioning to assess knowledge of principles of buyer motives
- review of research undertaken to establish criteria for qualifying leads

evaluation of the system developed to record prospect information.

Guidance information for assessment

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

customer service units

other sales units.

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 candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Prospecting methods may include:

- brokers
- cold canvassing
- databases
- direct mail
- internet
- intra organisational leads
- journals
- magazines
- media advertising
- networking
- newspapers
- personal observation
- public records
- referrals
- spotters
- telemarketing

Products may include:

- goods
- ideas
- services

Clients may include:

- consumers
- customers
- members
- patients
- members of other business units within an organisation
- other work teams within an organisation

person or organisation who receives or has the potential to receive products, services or ideas supplied by the organisation

Buyer motives may include:

browsing

buying for unqualified prospect e.g. dependant

gift

housekeeping

replacement item

self reward

self-gratification

Unit Sector(s)

empty

empt

Competency field

Business Development - Sales

Business Development - Sales