



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **BSBSLS404A Secure prospect commitment**

**Release: 1**

## **BSBSLS404A Secure prospect commitment**

### **Modification History**

### **Unit Descriptor**

This unit describes the performance outcomes, skills and knowledge required to use sales processes associated with securing prospect commitment to proceed with a sale.

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 secure a prospects commitment to purchase a product or service. They may contribute to securing prospect commitment individually or as a supporting member of a larger 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

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Element	Performance Criteria
1 Respond to buying signals	1.1 Identify <b>verbal</b> and <b>non-verbal buying signals</b>
	1.2 Assess verbal and non-verbal buying signals
	1.3 Make a decision as to whether to respond to a buying signal by initiating close of sale
	1.4 Utilise <b>trial closes</b> to assist the buyer to make decisions on minor points related to the <b>product</b>
	1.5 Use trial closes strategically during different stages of the sales process
2 Negotiate the sale	2.1 Initiate a <b>formal close</b> to the sales process following one or more trial closes
	2.2 Negotiate <b>conditions</b> of the agreement
	2.3 Assess a range of different strategies to close the sale
	2.4 Select a strategy to close the sale
	2.5 Utilise supportive and confirming language to support the closure of the sales process
	2.6 Describe and demonstrate options for simple sales transactions to match specified situations
	2.7 Respond to the prospect's decision to purchase in

an assertive manner

- 3 Finalise the agreement
  - 3.1 Outline a summary of the agreement to the buyer
  - 3.2 Confirm the buyer's decision
  - 3.3 Ensure process and completion of the sales transaction comply with organisational requirements
  - 3.4 Prepare and complete sales documents
  - 3.5 Ensure advice on financing arrangements is accurate, matches the buyer's financial situation, and complies with organisational requirements
  - 3.6 Identify and present cross selling opportunities to the buyer
  - 3.7 Express a desire to continue the sales relationship and conduct future sales transactions

## Required Skills and Knowledge

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

### Required skills

conflict resolution skills to manage client dissatisfaction and criticism

customer service skills to determine client needs and preferences

interpersonal skills to develop rapport and build relationships with clients

literacy and numeracy skills to prepare sales documentation, process sales transactions and calculate financing arrangements.

### Required knowledge

detailed product knowledge, including product:

advantages and disadvantages

features

service benefits

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

principles of sales closure techniques.

## 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:  
sales situations where the candidate clearly identifies and appropriately responds to buying signals before trialling closes, negotiating sale conditions and securing the sale

knowledge of principles of sales closure techniques.

#### Context of and specific resources for assessment

Assessment must ensure:

access to an actual workplace or simulated environment

access to appropriate documentation and resources normally used in the workplace.

#### 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

observations of interactions with prospects when securing commitment

direct questioning combined with portfolios of evidence and third party workplace reports of on-the-job performance by the candidate

oral or written questioning to assess knowledge of verbal and non-verbal buying signals, trial closes, proposed sales solutions and ways to overcome buyer resistance

observation of strategies used to secure a sale

review of cross selling opportunities presented to the buyer

review of completed sales documents

assessment of advice provided on financing arrangements.

**Guidance information for assessment**

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

BSBPRO401A Develop product knowledge

BSBSLS403A Present a sales solution

BSBSLS406A Self-manage sales performance.

## 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.

<b>Verbal buying signals</b> may include:	confirmations questions statement of requirement by prospect
<b>Non-verbal buying signals</b> may include:	close examination of the product by the prospect moving closer to where a product is to be installed smiling and nodding
<b>Trial closes</b> may include:	question or paraphrase that focuses the interaction on a minor point related to sale of the product that might lead to closing the sale
<b>Products</b> may include:	goods ideas services
<b>Formal close</b> may include:	inducement narrative close request by the salesperson to the prospect to agree to purchase the product/service offering alternative choices summary of product benefits
<b>Conditions</b> may include:	client loyalty delivery length of contract payment options price



## **Unit Sector(s)**

empty  
empt

## **Competency field**

Business Development - Sales  
Business Development - Sales