



Australian Government

Department of Education, Employment and Workplace Relations

BSBSLS405A Support post sale activities

Release: 1

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Modification History

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to attend to post sale activities that build and strengthen the partnership between a salesperson and the client, and enhance the prospect of future sales.

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 across a wide variety of industries and enterprises who build post sale and long term relationships to establish an ongoing relationship with clients. 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

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Element	Performance Criteria
1 Process order	1.1 Record client order details in accordance with organisational policies and procedures 1.2 Forward order for product to the relevant section of the organisation 1.3 Monitor the processing of the order
2 Deliver support to agreed expectations	2.1 Provide technical assistance and/or advice in relation to the product purchased 2.2 Handle defective returns in accordance with organisational requirements 2.3 Provide information to facilitate product repair, support or servicing 2.4 Provide liaison services to assist clients to access appropriate after-sales support
3 Handle client feedback	3.1 Clarify and confirm feedback with clients 3.2 Determine client's needs and requirements 3.3 Identify and evaluate possible responses to client feedback 3.4 Respond to client needs and requirements in accordance with organisational policies and procedures

- 3.5 Make contact with client to ensure the response is satisfactory
- 4 Strengthen client relationships
 - 4.1 Ensure contact is made with the buyer post-sale to ensure agreed expectations have been met
 - 4.2 Use **feedback solicitation methods** on the sales process and product satisfaction
 - 4.3 Identify, address and resolve service problems and difficulties identified through feedback
- 5 Offer additional benefits to clients
 - 5.1 Develop and implement **client loyalty strategies** to secure buyer loyalty and to facilitate ongoing contact
 - 5.2 Contact buyer regularly post-sale at an appropriate level to maintain relationship and to identify new sales and cross-selling opportunities
 - 5.3 Offer additional sales solutions and benefits to clients when opportunities arise

Required Skills and Knowledge

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

Required skills

communication skills to determine client needs and preferences

data management skills to keep client sales records

interpersonal skills to establish effective working relationships with business units within an organisation

literacy skills to write sales reports

negotiation and conflict resolution skills to address client concerns and to handle client dissatisfaction

organisational and time management skills to schedule follow-up contacts

problem-solving skills to address and resolve service difficulties.

Required knowledge

detailed product knowledge which enables ongoing advice and support to clients

organisational policies and procedures relating to orders and client services

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

strategies to manage client accounts, to build client goodwill and to develop client loyalty.

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:
examples of the candidate contacting a buyer post-sale to collect feedback and resolve any problems or difficulties arising if appropriate organisational policies and procedures relating to orders and client services.

Context of and specific resources for assessment

Assessment must ensure:
access to an actual workplace or simulated environment
access to appropriate sales records and documentation.

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

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

observations of interactions with clients when conducting post-sales activities

oral or written questioning to assess knowledge of methods used to obtain client feedback, loyalty strategies used, how defective returns were handled and alternative responses to feedback received

review of sales records

evaluation of handling of defective returns

assessment of identifying and responding to client feedback.

Guidance information for assessment

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

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other business development 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.

Clients may include:

customers
consumers
fellow work colleagues from other business units or work teams
members
patients
person or organisation who receives products, services or ideas supplied by an organisation
person or organisation who has the potential to receive products, services or ideas supplied by an organisation

Feedback solicitation methods may include:

email dialogue
focus groups
one-on-one interviews
surveys
telephone interviews

Client loyalty strategies may include:

client clubs
client reward schemes
credit or discount facilities
formal letter of thanks
handwritten note thanking the client
offering promotional items
phone call thanking the client for the business

Unit Sector(s)

empty

empt

Competency field

Business Development - Sales

Business Development - Sales