



Australian Government

BSB40610 Certificate IV in Business Sales

Release 3

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Modification History

Release	Comments
Release 3	New release of this Qualification with <i>BSB07 Business Services Training Package version 7.0</i> . BSBOHS elective unit updated with the BSBWHS unit and imported elective units updated with the most current equivalent
Release 2	New release of this Qualification with <i>BSB07 Business Services Training Package version 6.0</i> . Codes of some units have been updated.
Release 1	Initial release of this Qualification.

Description

This qualification reflects the role of individuals who use well-developed business sales skills and a broad knowledge base in a wide variety of business sales contexts. They apply solutions to a defined range of unpredictable problems, and analyse and evaluate information from a variety of sources. They may provide leadership and guidance to others and have limited responsibility for the output of others, however they typically report to a more senior business sales practitioner.

Job roles

Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include:

- sales account assistant
- sales agent
- sales representative.

Pathways Information

Pathways into the qualification

Preferred pathways for candidates considering this qualification include:

- BSB30112 Certificate III in Business or other relevant qualification
- or
- with vocational experience in assisting sales team leaders, supervisors or managers to conduct sales activities but without a formal sales qualification.

Pathways from the qualification

- BSB51207 Diploma of Marketing or a range of other Diploma qualifications.

Licensing/Regulatory Information

There is no direct link between this qualification and licensing, legislative or regulatory requirements. However, where required, a unit of competency will specify relevant licensing, legislative or regulatory requirements that impact on the unit.

Entry Requirements

There are no entry requirements for this qualification.

Employability Skills Summary

The following table contains a summary of the employability skills required by industry for this qualification. The employability skills facets described here are broad industry requirements that may vary depending on qualification packaging options.

Employability skill	Industry or enterprise requirements for this qualification include:
Communication	<ul style="list-style-type: none">• being appropriately assertive with clients and client representatives• establishing and using appropriate formal or informal business networks• establishing rapport and relationships with client and client representatives• using gestures, posture, body language, facial expressions and voice to create a supportive selling environment
Teamwork	<ul style="list-style-type: none">• identifying and using the strengths of other sales team members to promote the attainment of sales objectives• working as an individual or as part of a sales team to conduct sales activities and to support other team members in achieving sales targets and objectives
Problem-solving	<ul style="list-style-type: none">• identifying and addressing reasons for potential buyer reluctance to purchase• refining the system of recording prospect information based on an evaluation
Initiative and enterprise	<ul style="list-style-type: none">• identifying and presenting options for cross-selling or up-selling• using initiative to develop sales prospects and lists of potential buyers
Planning and organising	<ul style="list-style-type: none">• collecting the names of potential buyers likely to be interested in purchasing a product or service• pipelining and planning sales activities to identify sales solutions and prospects• securing sales prospects and supporting post-sale activities
Self-management	<ul style="list-style-type: none">• establishing an individualised sales plan• managing stress, time and sales-related paperwork effectively
Learning	<ul style="list-style-type: none">• acquiring knowledge of products or services• obtaining feedback on the sales process and product or service satisfaction from customers
Technology	<ul style="list-style-type: none">• using business technology to process orders• using the internet to obtain product information

Packaging Rules

Total number of units = 10

4 core units *plus*

6 elective units

4 elective units must be selected from the elective units listed below.

2 elective units may be selected from the elective units listed below, from this Training Package or from any current accredited course or endorsed Training Package at this qualification level or Certificate III or Diploma level.

Elective units must be relevant to the work outcome, local industry requirements and the qualification level.

Core units

BSBPRO401A Develop product knowledge

BSBREL402A Build client relationships and business networks

BSBSLS407A Identify and plan sales prospects

BSBSLS408A Present, secure and support sales solutions

Elective units

Customer service

BSBCUS401B Coordinate implementation of customer service strategies

BSBCUS402B Address customer needs

Financial administration

BSBFIA402A Report on financial activity

General administration

BSBADM405B Organise meetings

BSBADM406B Organise business travel

BSBADM409A Coordinate business resources

International business

BSBINT401B Research international business opportunities

Interpersonal communication

BSBCMM401A Make a presentation

IT use

BSBITU301A Create and use databases

BSBITU402A Develop and use complex spreadsheets

Marketing

BSBMKG401B Profile the market

BSBMKG402B Analyse consumer behaviour for specific markets

BSBMKG408B Conduct market research

BSBMKG413A Promote products and services

BSBMKG414B Undertake marketing activities

BSBMKG415A Research international markets

BSBMKG416A Market goods and services internationally

Work health and safety

BSBWHS401A Implement and monitor WHS policies, procedures and programs to meet legislative requirements

Relationship management

BSBREL401A Establish networks

BSBREL403A Implement international client relationship strategies

Research

BSBRES401A Analyse and present research information

Sales

BSBSLS501A Develop a sales plan

BSBSLS502A Lead and manage a sales team

Sustainability

BSBSUS301A Implement and monitor environmentally sustainable work practices

Workplace effectiveness

BSBWOR401A Establish effective workplace relationships

BSBWOR402A Promote team effectiveness

Imported units

FNSSAM402A Implement a sales plan