



Australian Government

RIICCR501D Conduct sales in construction materials operations

Release: 2

RIICCR501D Conduct sales in construction materials operations

Modification History

Release	Comment
1	This unit replaces RIICCR501A Conduct sales in construction materials operations
2	Required frequency and volume of evidence amended in Performance evidence. Substantial amendments made in Assessment Conditions field, including: references to Industry Sectors, assessor and subject matter expert experience requirements, how assessment should be conducted and what it should confirm.

Application

This unit describes a participant's skills and knowledge required to conduct sales in construction materials operations in Civil construction and Extractive.

This unit is appropriate for those working in supervisory or management roles.

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

Elements and Performance Criteria

1. Identify local market opportunities	1.1 Access, interpret and apply sales documentation and ensure the work activity is compliant 1.2 Confirm local market information regarding construction materials 1.3 Identify sales area boundaries in accordance with economic efficiency/effectiveness 1.4 Identify and describe competitor organisations and basic profiles 1.5 Apply company products and pricing systems within organisational requirements 1.6 Implement company sales strategy
2. Conduct and follow through sales	2.1 Identify and apply successful sales processes to sales situations 2.2 Plan, undertake and record customer prospects 2.3 Plan, prepare and undertake the sales approach 2.4 Apply effective sales communication techniques in face to

	<p>face, telephone and written situations</p> <p>2.5 Prepare quotations/tenders</p> <p>2.6 Plan, prepare and conduct sales presentations/demonstrations</p> <p>2.7 Handle objections effectively throughout the sales process</p> <p>2.8 Apply a variety of closure techniques to secure sales</p> <p>2.9 Follow up sales according to procedures and customer feedback mechanisms</p> <p>2.10 Review personal sales performance, and formulate a plan for personal development</p>
3. Establish customer database and sales systems	<p>3.1 Establish processes and systems to monitor and review customer base and local market</p> <p>3.2 Identify current and potential customers</p> <p>3.3 Develop and record customer profiles in a customer database</p> <p>3.4 Establish and/maintain liaison procedures between customers and company personnel</p> <p>3.5 Manage order taking system and employees involved in the ordering process</p> <p>3.6 Implement continuous improvement techniques and processes</p>
4. Develop and maintain sales operations	<p>4.1 Agree and identify sales roles and responsibilities</p> <p>4.2 Manage the activities of sales personnel</p> <p>4.3 Develop and agree on weekly/monthly sales call plan</p> <p>4.4 Prioritise and agree on sales activities</p> <p>4.5 Identify, record and activate liaison procedures between customers and company personnel</p> <p>4.6 Analyse results of sales to institute techniques for improvement of sales skills and organisational procedures</p> <p>4.7 Observe and apply sales protocols</p> <p>4.8 Document and communicate sales results within the organisation's reporting and continuous improvement process</p> <p>4.9 Confirm and update records of customer profile/needs</p> <p>4.10 Monitor sales stages according to agreed project milestones and negotiate adjustments as deemed necessary by both customer and supplier</p>
5. Prepare sales reports	<p>5.1 Maintain sales records and prepare written reports</p> <p>5.2 Identify sales/performance variances and take corrective action to adjust performance</p>

	5.3 Use local market information to update and develop sales strategies
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Foundation Skills

Foundation skills essential to performance are explicit in the performance criteria of this unit. Further information is available in the Resources and Infrastructure Industry Training Package Companion Volume.

Unit Mapping Information

RIICCR501A Conduct sales in construction materials operations

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=88a61002-9a21-4386-aaf8-69c76e675272>