



Australian Government

SIRWSLS002 Analyse and achieve sales targets

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to set, analyse and achieve personal sales targets to guide performance and monitor the progress of sales against business objectives.

It applies to frontline sales personnel who are responsible for identifying factors affecting sales performance; reviewing and analysing personal sales outcomes against agreed sales targets; and implementing strategies to attain sales targets.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil

Competency Field

Sales

Unit Sector

Wholesale

Elements and Performance Criteria

ELEMENTS	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Analyse sales targets.	1.1.Confirm team sales targets with relevant personnel. 1.2.Analyse personal sales targets in relation to agreed parameters. 1.3.Regularly monitor progress towards sales targets. 1.4.Analyse customers and performance and determine common factors supporting or deterring sales.
2. Determine factors affecting attainment of sales targets.	2.1.Evaluate factors affecting sales performance against the agreed sales targets. 2.2.Identify and anticipate changing business circumstances and other factors that may influence capacity to meet or exceed

- sales targets and determine a course of action to address the challenge.
- 2.3. Amend or create new sales targets based on evaluation according to agreed organisational processes.
3. Attain sales targets.
- 3.1. Plan and initiate actions to address sales under-performance with specific customers, and report progress to relevant personnel.
- 3.2. Identify customers with strong sales performance and initiate actions to extend sales opportunities and sustain customer loyalty.
- 3.3. Report sales progress to relevant personnel.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

SKILLS

DESCRIPTION

Numeracy skills to:

- read and understand numerical sales data.

Technology skills to:

- use business technology to obtain sales data.

Unit Mapping Information

No equivalent unit.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d>