



Australian Government

SIRWSLS003 Build sales of branded products

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to plan, implement and report on sales and promotional activities in a territory.

It applies to individuals working in sales roles who take responsibility for building sales in a territory within established organisation policies and procedures.

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

Elements describe the essential outcomes.

1. Develop plan to maximise sales.

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

- 1.1.Determine characteristics and market position of product or service sales in a territory.
- 1.2.Report major competitor activity in a sales territory, product or service area to relevant personnel.
- 1.3.Develop sales objectives and plan for a specific territory based on information gathered and business targets.
- 1.4.Identify and include opportunities to value add to existing businesses.
- 1.5.Identify, integrate and report special events or opportunities for one-off sales and promotional programs.
- 1.6.Seek approval for plan from relevant personnel.

2. Implement sales plan.
 - 2.1. Confirm availability of products or services to support activities.
 - 2.2. Organise and conduct activities according to agreed plan.
 - 2.3. Use strategies to optimise activities.
 - 2.4. Work cooperatively with business customers to maximise product or service sales according to business agreements.
3. Report on product sales within a territory.
 - 3.1. Complete timely and accurate sales reports.
 - 3.2. Report key activities by product, brand or service type for specific customers or other variables according to organisational procedures.
 - 3.3. Identify success of specific sales strategies.
 - 3.4. Submit recommendations for improving sales 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

Reading skills to:

- source and interpret market information.

Technology skills to:

- use business technology to prepare sales reports.

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>