



Australian Government

Assessment Requirements for SIRWSLS004 Optimise customer and territory coverage

Release: 1

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Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- develop, implement and monitor one coverage plan
- conduct six different customer interactions according to the plan and document outcomes
- develop and report on strategies to improve coverage and outcomes for the nominated territory
- communicate effectively with business customers to capture accurate and relevant feedback for an assigned territory
- arrange one joint promotional activity to enhance business customer and end consumer satisfaction levels and attain sales targets.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- organisational policies and procedures for servicing customers and reporting requirements
- business performance objectives and how these relate to own sales role
- types of information for inclusion in a coverage plan
- factors for consideration in developing a coverage plan, including:
 - competitor activity
 - types of customers and their varying needs
 - customer demographics
 - sales strategies within territory
 - range of products and services for each customer within a territory
 - size and features of territory
 - geography
 - account customers
- types of customer feedback and how feedback can be used to improve performance.

Assessment Conditions

Skills must be demonstrated in a wholesale environment. This can be:

- an industry workplace

- a simulated industry environment.

Assessment must ensure access to:

- organisational policies and procedures for sales activities
- a business sale system
- organisational business plans and objectives
- customers with different requirements.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors.

Links

Companion Volume implementation guides are found in VETNet -

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