



Australian Government

Department of Education, Employment and Workplace Relations

SIR30412 Certificate III in Business to Business Sales

Release: 2

SIR30412 Certificate III in Business to Business Sales

Modification History

The version details of this endorsed qualification are in the table below. The latest information is at the top.

Release	Comments
Release 2	Updated imported units: <ul style="list-style-type: none">• BSBCCO301B Use multiple informati• BSBCCO304C Provide sales solutions
First Release	SIR40212 is a new qualification and has b reflect the roles within the business to bus The total number of units required comple 10 units. The number of core units - 5 The number of elective units - 6

Description

This qualification provides the skills and knowledge for an individual to be competent in the selling of products to other businesses and the building of strong business-to-business relationships. The qualification covers the need to operate effectively and manage sales within a territory. Customer relationship management and effective coordination of the provision of service to the customer are essential for success. The demonstration of communication and administration skills to deliver efficient service is required.

Job roles

Individuals with this qualification are able to perform roles, such as:

- provide face-to-face and telephone product and service advice in a wholesale or business-to-business sales setting
- work as an inside salesperson in a variety of business-to-business settings
- work as a sales representative calling on established customers and cold calling to build new business
- use computers as part of business and e-commerce processes
- process purchases.

Possible job titles

- business-to-business sales officer
- sales representative
- customer service officer
- customer sales executive
- sales counter assistant
- telephone salesperson

Pathways Information

This qualification is suitable for an Australian Apprenticeship pathway but **not appropriate** for VET in Schools (VETiS) delivery.

Pathways from the qualification

After achieving SIR30412 Certificate III in Business-to-Business Sales, individuals may undertake:

- SIR40212 Certificate IV in Retail Management
- SIR50112 Diploma of Retail Management.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this qualification at the time of endorsement.

Entry Requirements

To undertake this qualification, individuals will have retail operational or business-business experience in roles such as:

- providing face-to-face and telephone product and service advice
- selling products and services in variety of business settings
- using computers as part of business and e-commerce processes
- processing purchases
- performing stock control procedures
- picking and processing orders.

Examples of evidence of business-to-business sales experience may include:

- job descriptions and references from current or past employers
- an entry interview to determine retail operational experience.

Employability Skills Summary

EMPLOYABILITY SKILLS QUALIFICATION SUMMARY

The following table contains a summary of the employability skills as identified by the retail industry for this qualification. The requirements described here are broad industry requirements that may vary depending on qualification packaging options. Due to the high proportion of electives required by this qualification, the industry/enterprise requirements described are representative of the business-to-business industry in general and may not reflect specific job roles. Learning outcomes for this qualification should be based on the requirements of the units of competency for this qualification.

Employability skill	Industry/enterprise requirements for this qualification include:
Communication	<ul style="list-style-type: none"> ▶ use questioning and active listening to determine and respond to customer needs and concerns, anticipate requirements where possible ▶ positive sales experience that reflects business values ▶ persuade customers to purchase goods by communicating their features and benefits ▶ regularly give verbal instructions and carry out verbal instructions ▶ read and interpret simple workplace documents ▶ complete written workplace forms and share work-related information
Teamwork	<ul style="list-style-type: none"> ▶ participate in business-to-business operation teams, working independently and supporting other team members where appropriate ▶ lead small teams where required in the context of the job role, managing team members
Problem-solving	<ul style="list-style-type: none"> ▶ demonstrate sensitivity to customer needs and concerns, anticipate requirements where possible ▶ solve a range of operational problems individually or in the context of the job role ▶ clarification, existing policies and infrastructure may be applied to develop practical and sustainable solutions
Initiative and enterprise	<ul style="list-style-type: none"> ▶ look for opportunities to do things better and suggest ideas to other staff in the context of the job role ▶ translate ideas into action by positively accepting and adapting to change in work arrangements
Planning and organising	<ul style="list-style-type: none"> ▶ establish and communicate clear goals and deliverables for self and others in the context of organisational objectives and the current business situation ▶ coordinate resources to ensure that work is carried out according to the plan ▶ coordinate and implement changes arising from continuous improvement
Self-management	<ul style="list-style-type: none"> ▶ understand how a personal job role fits into the context of the wider business ▶ work within the business culture by practising inclusive behaviour ▶ manage personal presentation, hygiene and time ▶ prioritise and complete delegated tasks ▶ maintain own knowledge of the job role, review own performance and seek guidance
Learning	<ul style="list-style-type: none"> ▶ identify personal strengths and weaknesses in the context of the job role and learn best ▶ seek opportunities for formal education in the context of a current or future job role ▶ seek opportunities for informal learning

	► accept opportunities to learn new ways of doing things and share team members
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Technology	<ul style="list-style-type: none"> ▶ select and use computers and a range of other technology applications in business procedures ▶ recognise and report faulty equipment and follow workplace health and safety procedures
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Packaging Rules

10 units must be completed:

- 5 core units
- 5 elective units:
 - a minimum of 3 units must be selected from the elective unit list below
 - a maximum of 2 units may be selected from any relevant Training Package or accredited course first packaged at AQF level 2, 3 or 4.

The choice of elective units must be guided by the core function or role of the current or intended work environment, local industry requirements, and the characteristics of the AQF level of this qualification.

Units chosen from other Training Packages must not duplicate units selected from or available in SIR07 V3 Retail Services Training Package.

Core units	
SIRWSLS305	Optimise customer and territory coverage
SIRXCCS305	Maintain business-to-business relationships
SIRXIND101	Work effectively in a customer service environment
SIRXSLS303	Build relationships with customers
SIRXWHS101	Apply safe work practices
Elective units	
Client and Customer Service	
SIRXCCS304	Coordinate interaction with customers
Communication	
SIRXCOM202	Communicate with customers using technologies
Computer Operations and ICT Management	

BSBCCO301B	Use multiple information systems
BSBCCO304C	Provide sales solutions to customers
Finance	
SIRWFIN001A	Complete debtor processes
SIRWFIN002A	Manage debtor processes
Inventory	
SIRWINV301	Administer supply to a business
SIRWINV302	Monitor inventory capacity to meet demand
Management and Leadership	
SIRXMGT001A	Coordinate work teams
SIRXMGT002A	Maintain employee relations
Marketing and Public Relations	
SIRXMPR001A	Profile a retail market
SIRXMPR008A	Implement advertising and promotional activities
Merchandising	
SIRXMER303	Coordinate merchandise presentation
Risk Management and Security	
SIRXRSK002A	Maintain store security
SIRXRSK003A	Apply store security systems and procedures
Sales	
SIRWSLS301	Build sales relationships
SIRWSLS302	Process product and service data
SIRWSLS303	Analyse and achieve sales targets
SIRWSLS304	Build sales of branded products
SIRXSLS201	Sell products and services

SIRXSLS304	Coordinate sales performance
Training and Education	
TAEASS301B	Contribute to assessment
TAEDEL301A	Provide work skill instruction
Work Health and Safety	
SIRXWHS302	Maintain store safety