



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **SIRWSLS303 Analyse and achieve sales targets**

**Release: 1**

## SIRWSLS303 Analyse and achieve sales targets

### Modification History

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

Release	Comments
First Release	This is a revised unit, based on and equivalent to SIRWSLS005A Analyse and achieve sales targets.

### Unit Descriptor

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.

The unit covers identifying factors affecting sales performance, reviewing and analysing personal sales outcomes against agreed sales targets, and implementing strategies to attain sales targets, according to business policy and procedures.

### Application of the Unit

This unit applies to frontline sales personnel.

### Licensing/Regulatory Information

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

### Pre-Requisites

Nil

### Employability Skills Information

This unit contains employability skills.

## Elements and Performance Criteria Pre-Content

### Elements and Performance Criteria

Element	Performance Criteria
Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
1. Analyse sales targets.	<p>1.1. Confirm <b><i>team sales targets</i></b> according to <b><i>business policy and procedures</i></b>.</p> <p>1.2. Analyse personal sales targets against <b><i>agreed parameters</i></b>.</p> <p>1.3. Regularly monitor progress towards sales targets.</p> <p>1.4. Analyse performance of different customers and areas to determine common factors supporting or deterring sales.</p>
2. Determine factors affecting attainment of sales targets.	<p>2.1. Evaluate <b><i>factors affecting sales performance</i></b> against the agreed sales targets.</p> <p>2.2. Anticipate and address factors likely to impinge upon attainment of sales targets.</p> <p>2.3. Approve amended or new sales targets according to business policy and procedures.</p>
3. Attain sales targets.	<p>3.1. <b><i>Initiate actions</i></b> to address customers with under-performing sales, and report progress to senior management in line with standard organisational policies and procedures.</p> <p>3.2. Identify customers with strong sales performance and initiate actions to extend sales opportunities and sustain customer loyalty.</p> <p>3.3. Identify changing business circumstances that may influence capacity to meet or exceed sales targets and determine a course of action to address the challenge.</p> <p>3.4. Report sales progress to senior management using standard organisational policies and procedures.</p>

## Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

### Required skills

- collecting, analysing and organising skills to:
  - confirm and implement sales targets
  - determine factors affecting sales performance
  - establish personal sales targets against agreed parameters
  - monitor progress towards sales targets
- literacy and numeracy skills to:
  - document procedures for improving sales
  - read and interpret information
  - review personal sales outcomes
- planning and organising skills to plan personal tasks and priorities
- time management skills to initiate regular evaluation of sales performance and adjust strategies and targets where required

### Required knowledge

- business plans and targets affecting personal sales targets
- business policy and procedures
- customer needs
- factors affecting sales
- parameters determining successful attainment of personal sales targets
- range of products and services
- relevant business policy and procedures
- relevant legislation and statutory requirements relating to the retail industry, including
  - work health and safety (WHS)
  - consumer law
  - commercial law and legislation
- territory characteristics and features
- types of business customers

## Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

### **Critical aspects for assessment and evidence required to demonstrate competency in this unit**

Evidence of the following is essential:

- collects and organises information to review and analyse personal sales outcomes against agreed sales targets, according to business policy and procedures
- identifies factors affecting sales performance and develops strategies to attain sales targets.

### **Context of and specific resources for assessment**

Assessment must ensure access to:

- a business-to-business sales work environment
- relevant documentation, such as:
  - business policy and procedures
  - business plans and objectives
- a range of customers with different requirements.

### **Method of assessment**

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- observation of performance in the workplace
- customer feedback
- written or verbal questioning to assess knowledge and understanding
- review of portfolios of evidence and third-party workplace reports of on-the-job performance.

### **Guidance information for assessment**

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

## Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the individual, accessibility of the item, and local industry and regional contexts) may also be included.

***Team*** may include:

- business team
- full-time, part-time, casual or contract staff
- people from a range of cultural, social and ethnic backgrounds
- people with a range of responsibilities and job descriptions
- people with varying degrees of language and literacy
- small work teams.

***Sales targets*** may vary, according to:

- merchandising and sales strategy
- product or service
- promotional strategies and their duration, cycle, territory coverage and product or service focus
- sales strategy.

***Business policy and procedures*** in relation to:

- approval processes
- interaction with colleagues
- interaction with customers
- sale of products and services
- sales planning and evaluation.

***Agreed parameters*** may include:

- customer accounts
- customer satisfaction
- market share
- price
- territory
- trading terms
- volume.

***Factors affecting sales performance*** may include:

- associated promotions
- associated sales
- competitor activities
- customer requirements
- logistics
- market share
- merchandise availability
- presentation or merchandising of the product
- promotional tie-ins or co-location
- quality of products or services.

***Initiating actions*** to address customers with under-performing sales may include:

- assessing the impact of competitor's products and ability to offer better solution
- exiting unviable relationship with customer
- identifying reasons that may limit sales, including:
  - product suitability
  - quality of customer service
  - viability of the product line to the customer's business
- offering alternative products.

## **Unit Sector(s)**

Wholesale

## **Competency Field**

Wholesale