



Australian Government

Department of Education, Employment and Workplace Relations

SIRXPRO001A Maximise sales of branded products

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to ensure a retail or wholesale business maximises sales of branded products using traditional or electronic sales and distribution mechanisms.

Application of the Unit

Application of the unit

This unit focuses on setting sales objectives, developing promotional strategies, monitoring sales and ensuring outcomes are achieved.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units

Nil

Employability Skills Information

Employability skills The required outcomes described in this unit contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit is packaged will assist in identifying employability skills requirements.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency. Performance criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Set sales objectives to achieve business outcomes.	<p>1.1 Set <i>sales objectives</i> for <i>branded</i> products to achieve <i>business outcomes</i>.</p> <p>1.2 Establish frameworks to review and monitor sales objectives for branded products.</p> <p>1.3 Determine factors causing variations in sales figures for branded products.</p> <p>1.4 Determine specific branded product needs with <i>customer representatives</i>.</p> <p>1.5 Adjust sales plan for specific branded products to meet <i>customer or market needs</i>.</p> <p>1.6 Set sales priorities to achieve business outcomes.</p> <p>1.7 Communicate sales for products or services to sales and service <i>staff</i>.</p>

ELEMENT	PERFORMANCE CRITERIA
2 Monitor sales.	2.1 Check sales <i>reports</i> for branded products according to <i>business policy and procedures</i> .
3 Develop strategies for promotion of branded products.	3.1 Develop <i>commercial strategies</i> for branded products consistent with budget, market share, performance against previous periods, sales strategies and marketing plans.
4 Ensure sales of branded product deliver business outcomes.	4.1 Analyse factors limiting the success of sales strategies for branded products. 4.2 Achieve sales objectives and targets in business and marketing plans. 4.3 Achieve business outcomes for products or services.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the essential skills and knowledge and their level, required for this unit.

The following skills must be assessed as part of this unit:

- interpersonal communication skills to:
 - determine specific branded product needs
 - communicate sales to staff through clear and direct communication
 - ask questions to identify and confirm requirements
 - use language and concepts appropriate to cultural differences
 - use and interpret non-verbal communication
- literacy and numeracy skills in regard to:
 - reading and understanding business policies and procedures
 - accessing and interpreting client and sales information
 - calculating sales figures
 - generating reports
 - estimating and projecting sales figures to set sales objectives
- time management
- strategising, planning and prioritising.

The following knowledge must be assessed as part of this unit:

- brand value and brand penetration in marketplace
- range of products and services
- comparative features and advantages of a brand
- market share and current performance
- the relationship between sales of branded product and business outcomes
- enterprise technology
- factors limiting the success of sales strategies
- occupational, health and safety aspects to job
- relevant commercial law and legislation.

Evidence Guide

EVIDENCE GUIDE

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

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

Evidence of the following is essential:

- develops sales objectives to achieve set business outcomes according to business policy
- develops and monitors sales strategies for branded products in line with business policy and procedures
- communicates sales objectives and strategies to colleagues
- monitors and evaluates team sales performance and market requirements to maximise future sales
- compiles and reports summary information on sales performance to relevant personnel when appropriate.

Context of and specific resources for assessment

Assessment must ensure access to:

- a sales-oriented work environment
- relevant sources of product information
- relevant documentation, such as:

policy and procedures manuals

sales reports

- a range of customers with different requirements
- a sales team.

EVIDENCE GUIDE

Methods 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
- third-party reports from a supervisor
- 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.

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

Assessing employability skills

Employability skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts.

Employability skills embedded in this unit should be assessed holistically in the context of the job role and with other relevant units that make up the skill set or qualification.

Range Statement

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 in the performance criteria is detailed below.

Sales objectives may vary according to:

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

RANGE STATEMENT

Brand may include:

- product brands
- company brands
- supplier brands
- registered trade marks
- intellectual property.

Business outcomes may include:

- key performance indicators
- strategic objectives
- price
- market and sales indicators
- brand value
- quality standards and criteria
- performance benchmarks
- milestones.

Customer representatives may include:

- new or repeat contacts
- external and internal contacts
- customers with routine or special requests
- people from a range of social, cultural and ethnic backgrounds and with varying physical and mental abilities.

Customer or market needs may vary according to:

- demographics
- economics
- competition
- social and cultural factors
- political factors
- legal factors
- natural factors
- technology.

RANGE STATEMENT

Staff may include:

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

Reports may include:

- public notification
- electronic
- verbal
- annual reports
- internal or external
- statistical reports.

Business policy and procedures may relate to:

- sale and supply of products and services
- interaction with customers
- approval processes
- negotiating contracts and trading terms
- promotional and marketing programs.

Commercial strategies may include:

- consultation with key stakeholders
- expenditure budget
- procurement process
- approvals process
- contractual arrangements
- performance indicators.

Unit Sector(s)

Sector

Cross-Sector

Competency field

Competency field

Product Management