



**Australian Government**

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

# **SIRXSL008A Develop a sales strategy**

**Revision Number: 2**

## **SIRXSL008A Develop a sales strategy**

### **Modification History**

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

<b>Release</b>	<b>Comments</b>
Second Release	Editorial updates

### **Unit Descriptor**

This unit describes the performance outcomes, skills and knowledge required to develop a sales strategy to underpin the attainment of targets within a marketing plan.

### **Application of the Unit**

This unit applies to sales team leaders or managers who evaluate current company sales strategies against agreed targets and collaboratively plan, review and implement sales strategies to meet business goals and outcomes.

### **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

<b>Element</b>	<b>Performance Criteria</b>
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. Review existing sales strategy.	1.1. Review current <i>sales strategy</i> for all <i>products and services</i> . 1.2. Compare and contrast current sales strategies for products and services. 1.3. Identify <i>joint business sales strategies</i> .
2. Devise a sales strategy.	2.1. Enhance efficient decision making on sales planning through securing <i>relevant information</i> . 2.2. Use appropriate tools to complete sales <i>planning and analysis</i> activities for a specific market. 2.3. Devise sales targets. 2.4. Review and set sales targets through involvement of <i>relevant people</i> using latest data.
3. Implement sales strategy.	3.1. Ensure sales targets underpin <i>business goals and outcomes</i> . 3.2. Ensure sales strategies support marketing and promotional plans.

## Required Skills and Knowledge

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

### Required skills

- analytical skills to evaluate sales strategies
- interpersonal skills to:
  - present reports and present to groups and consult through clear and direct communication
  - ask questions to identify and confirm requirements
  - share information
  - give instructions
  - use language and concepts appropriate to cultural differences
  - use and interpret non-verbal communication
- literacy skills to:
  - document strategic plans
  - access and interpret information
- numeracy skills to:
  - interpret and maintain data
  - set territory sales targets that link to sales, marketing and strategic plans

### Required knowledge

- business policy and procedures in regard to:
  - strategic planning
  - sales and service delivery
- principles and techniques in interpersonal communication
- business merchandise and service range
- existing sales plans
- joint promotional programs
- business and direct customer requirements
- information sources and their reliability and accuracy
- marketing and promotional planning targets
- Work Health and Safety (WHS) aspects of job
- relevant commercial law and legislation

## Evidence Guide

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:

- accesses, analyses and integrates information regarding current company sales strategies
- develops realistic sales strategy targets that relate to strategic and business planning targets
- develops a successful sales strategy for a product or service in consultation with relevant personnel
- establishes procedures and mechanisms to collect and report on sales strategy during the development stage
- presents concise implementation procedures and review mechanisms for a sales strategy.

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

Assessment must ensure access to:

- a sales-oriented work environment
- relevant documentation, such as:
  - strategic plans
  - information on the internal and external operating environment
- a team.

### **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 the candidate in the workplace
- third-party reports from a supervisor
- review of portfolios of evidence
- 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 in the performance criteria is detailed below.

Key elements of a ***sales strategy*** may include:

- promotional activities
- sales techniques
- territory management
- rapport building
- product knowledge
- administration procedures and requirements
- time management
- negotiation skills.

***Products and services*** may be grouped by:

- brand
- merchandise classification
- category
- range
- customer.

***Sales strategy*** may vary according to:

- product or service
- merchandising and sales strategy
- discount periods, e.g. annual sale
- promotional strategies and their duration, cycle, territory coverage and product or service focus.

***Joint business sales strategies*** will vary based on:

- product, range, line, or category performance requirements
- objectives such as those for price, profit, brand share, market share.

***Relevant information*** may include:

- current performance data
- sales and contracts
- forecasted trends and opportunities
- available resource commitments and capacity.

***Planning and analysis*** activities for a specific market may include consideration of:

- location
- product and service mix
- packaging or presentation
- quality factors (time, cost, variations)
- access
- continuity.

***Relevant people*** may include:

- internal or external consultants
- employees

***Business goals and outcomes***  
may include:

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

## **Unit Sector(s)**

Cross-Sector

## **Competency field**

Sales