



Australian Government

**Assessment Requirements for
SITXMPR011 Plan and implement sales
activities**

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:

- plan and implement sales activities according to organisational requirements for at least two different operations, products or services, including conducting at least one sales call as part of the activities for each operation, product or service
- use effective communication techniques during sales calls that are part of above sales activities
- prepare a report on each of the above sales activities.

Knowledge Evidence

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

- principles of selling, sales communication and relationship building
- industry structures and interrelationships, industry networks and information sources
- industry and market knowledge appropriate to the sector and organisation:
 - distribution and marketing networks, including those that support the product or service being promoted
 - commission structures
 - current customer and market trends
 - links between sales and other areas of organisational operations
- structure and content of marketing plans and the role of sales in the overall marketing mix
- information inputs into sales planning process:
 - competitive activity
 - current sales figures for nominated periods
 - financial statistics
 - market trends
 - sales and marketing reports
- sales call strategies and tactics:
 - focus on specific products or offers
 - response to competitive activity
 - use of individual customer history

- legal issues that impact on sales activities and sales personnel:
 - Australian consumer law
 - work health and safety obligations
- ethical considerations for sales personnel:
 - honesty in sales
 - targeting particular groups in the community
- evaluation methods to review sales activities
- sustainability considerations for sales activities:
 - reducing waste of printed materials
 - sustainability as a sales tool.

Assessment Conditions

Skills must be demonstrated in an operational business environment. This can be:

- an industry workplace; or
- a simulated industry environment set up for the purposes of assessment.

Assessment must ensure access to:

- current information and communications technology used by industry to manage sales activities
- marketing plans, operational sales documents, sales reports and sales support materials
- other people with whom the individual can interact. These can be:
 - those in an industry workplace who are assisted by the individual during the assessment process; or
 - individuals who participate in role plays or simulated activities, set up for the purpose of assessment, in a simulated industry environment operated within a training organisation.

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=68c40a93-e51d-4e0f-bc06-899dff092694>