



Australian Government

SITXMPR011 Plan and implement sales activities

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to plan and implement sales activities. It requires the ability to identify and analyse market and customer needs, proactively target current and new customers, plan the operation of sales calls, make calls and prepare sales reports.

The unit applies to all industry sectors, and to those responsible for coordinating sales activities within the parameters of an established sales strategy. Individuals working independently with limited supervision undertake this role. This could include sales and marketing personnel or managers and owner-operators of small businesses.

The skills in this unit must be applied in accordance with Commonwealth and State/Territory legislation, Australian/New Zealand standards and industry codes of practice.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil

Competency Field

Marketing and Public Relations

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes

1. Plan sales activities.

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

- 1.1. Plan sales activities for existing and potential customers according to marketing plan or other organisational systems.
- 1.2. Identify, analyse and incorporate organisation, customer and market information into sales planning process.
- 1.3. Source prospects and create profiles.

- 1.4. Proactively seek and evaluate innovative sales opportunities and take advantage of new technologies and media.
 - 1.5. Estimate potential revenue, based on analysis of information and in consultation with appropriate colleagues.
 - 1.6. Plan activities and practical sales call patterns that maximise opportunities to meet individual and team targets and are consistent with legal, ethical and sustainability requirements.
2. Prepare for sales calls.
 - 2.1. Make sales call appointments in advance where appropriate.
 - 2.2. Develop sales call strategies and tactics based on market knowledge, current sales focus and consultation with colleagues.
 - 2.3. Gather information and support materials to support sales calls.
3. Make sales calls.
 - 3.1. Make sales calls according to agreed call patterns.
 - 3.2. Build relationships with customers through use of effective interpersonal communication styles.
 - 3.3. Develop customer trust and confidence through demonstration of personal and professional integrity.
 - 3.4. Proactively identify and resolve customer issues and problems.
 - 3.5. Use selling techniques to maximise opportunities to meet or exceed sales targets.
 - 3.6. Provide current, accurate and relevant information on product features and benefits according to current marketing focus.
 - 3.7. Encourage feedback from customers and proactively seek market intelligence.
4. Review and report on sales activities.
 - 4.1. Review activities according to agreed evaluation methods and incorporate results into future sales planning.
 - 4.2. Prepare sales reports according to organisational policy and required timeframes.
 - 4.3. Present current and clear market intelligence to those responsible for sales and marketing planning.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

SKILLS

DESCRIPTION

- Oral communication skills to:
- establish and conduct positive business relationships.
- Numeracy skills to:
- calculate potential sales revenues
 - create and interpret sales statistics.
- Initiative and enterprise skills to:
- proactively identify and respond to operational or more systemic customer problems.

Unit Mapping Information

Supersedes and is equivalent to SITXMPR003 Plan and implement sales activities.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694>