



Australian Government

AHCMER501 Develop a sales strategy for rural products

Release: 1

AHCMER501 Develop a sales strategy for rural products

Modification History

Release	TP Version	Comment
1	AHCv1.0	Initial release

Application

This unit of competency describes the skills and knowledge required to develop a sales strategy for rural products.

All work must be carried out to comply with workplace procedures, work health and safety legislation and codes.

This unit applies to individuals who take responsibility for their own work and who provide and communicate solutions to a range of predictable and sometimes unpredictable problems.

This unit applies to retail and wholesale rural products managers.

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

Pre-requisite Unit

Nil.

Unit Sector

Merchandising and Sales (MER)

Elements and Performance Criteria

Element	Performance criteria
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Review existing sales plans	1.1 Review current market returns against sales objectives for the property 1.2 Analyse and compare current performance data to relevant benchmark information 1.3 Identify trends and opportunities in respect to customer requirements

Element	Performance criteria
	1.4 Review current specifications for products and services
2. Devise a sales strategy	2.1 Identify range of market options for farm products and services 2.2 Analyse alternative market options for their profitability and feasibility consistent with sales objectives for property 2.3 Review the legal implications of the sales strategy 2.4 Develop sales plan identifying product specifications and quality assurance strategy, target market outlets, timing and volume of sales and price risk management strategy 2.5 Determine available resource commitments and capacity to implement the sales strategy 2.6 Define contingency arrangements to manage variations in production and market prices
3 Implement and review a sales strategy	3.1 Conduct sales according to the sales strategy and adjust according to the contingency plan 3.2 Review and amend sales plan

Foundation Skills

Foundation Skills essential to performance are explicit in the performance criteria of this unit of competency.

Range of Conditions

Unit Mapping Information

This unit is equivalent to AHCMER501A Develop a sales strategy for rural products.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c6399549-9c62-4a5e-bf1a-524b2322cf72>

Assessment Requirements for AHCMER501 Develop a sales strategy for rural products

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Performance Evidence

The candidate must be assessed on their ability to integrate and apply the performance requirements of this unit in a workplace setting. Performance must be demonstrated consistently over time and in a suitable range of contexts.

The candidate must provide evidence that they can:

- review current product sales against the marketing plan
- identify:
 - product specifications and quality assurance strategy
 - target market outlets
 - timing and volume of sales
 - price risk management strategy
- assess a range of options for selling rural products
- devise a sales strategy
- implement the sales strategy and review against targets in the marketing plan

Knowledge Evidence

The candidate must demonstrate knowledge of:

- potential market outlets
- customer specifications for products and services
- relevant information sources related to markets and market returns
- marketing and promotional planning targets
- relevant work health and safety legislation, codes of practice and enterprise requirements
- relevant commercial law and legislation

Assessment Conditions

Competency is to be assessed in the workplace or simulated environment that accurately reflects performance in a real workplace setting.

Assessors must satisfy current standards for RTOs.

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