



Australian Government

AHCMER502 Develop a sales strategy for rural products

Release: 1

AHCMER502 Develop a sales strategy for rural products

Modification History

Release	Comments
Release 1	This version released with AHC Agriculture, Horticulture and Conservation and Land Management Training Package Version 6.0.

Application

This unit of competency describes the skills and knowledge required to review existing sales plans, and develop, implement and review a sales strategy for rural products.

The unit applies to individuals who apply specialised skills and knowledge to the development of a sales strategy for rural products, and take personal responsibility and exercise autonomy in undertaking complex work. They analyse and synthesise information, and analyse, design and communicate solutions to sometimes complex problems.

All work is carried out to comply with workplace procedures, health and safety in the workplace requirements, legislative and regulatory requirements, and sustainability and biosecurity practices.

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

Pre-requisite Unit

Nil

Unit Sector

Merchandising and Sales (MER)

Elements and Performance Criteria

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Review existing sales plans	1.1 Review current market returns against sales objectives for the business 1.2 Analyse and compare current performance data to relevant benchmark information

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
	1.3 Identify trends and opportunities in respect to customer requirements 1.4 Review current specifications for products and services
2. Devise a sales strategy	2.1 Identify range of market options for rural products and services 2.2 Analyse alternative market options for their profitability and feasibility consistent with sales objectives for the business 2.3 Develop sales plan identifying product specifications and quality assurance strategy, target market outlets, timing and volume of sales, and price risk management strategy 2.4 Review the implications of the sales strategy according to legislation and codes of practice 2.5 Determine available resource commitments and capacity to implement the sales strategy 2.6 Define and develop contingency plan to manage variations in product and market prices
3. Implement sales strategy	3.1 Conduct sales according to the sales strategy 3.2 Adjust sales strategy according to contingency plan 3.3 Monitor sales and measure performance against sales strategy targets

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential for performance in this unit of competency but are not explicit in the performance criteria.

Skill	Description
Reading	Identify and interpret information regarding requirements for rural products sales strategy, contingency plan and legal requirements
Writing	Document rural products sales strategy and contingency plan

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
AHCMER502 Develop a sales strategy for rural products	AHCMER501 Develop a sales strategy for rural products	Performance criteria clarified Foundation skills added Assessment requirements updated	Equivalent

Links

Companion Volumes, including Implementation Guides, are available at VETNet: -
<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c6399549-9c62-4a5e-bf1a-524b2322cf72>

Assessment Requirements for AHCMER502 Develop a sales strategy for rural products

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Performance Evidence

An individual demonstrating competency must satisfy all of the elements and performance criteria in this unit.

There must be evidence that the individual has developed a sales strategy for rural products on at least one occasion, and has:

- reviewed current product sales against the marketing plan
- assessed a range of options for selling rural products
- developed a sales plan that identifies:
 - product specifications and quality assurance strategy
 - target market outlets
 - timing and volume of sales
 - price risk management strategy
- devised a sales strategy
- developed a contingency plan
- implemented the sales strategy and reviewed against targets in the marketing plan
- monitored performance against sales strategy targets.

Knowledge Evidence

An individual must be able to demonstrate the knowledge required to perform the tasks outlined in the elements and performance criteria of this unit. This includes knowledge of:

- marketing plans relevant to the development of a rural products sales strategy'
- relevant information sources related to markets and market returns
- specifications for products and services
- potential market outlets relevant to rural products sales strategy
- legislation and codes of practice requirements relevant to developing a sales strategy for rural products
- marketing and promotional planning targets.

Assessment Conditions

Assessment of the skills in this unit of competency must take place under the following conditions:

- physical conditions:
 - a workplace setting or an environment that accurately represents workplace conditions
- resources, equipment and materials:
 - marketing plans
 - sales benchmark information
 - product and service specifications
- specifications:
 - legislation and codes of practice requirements applicable to developing a sales strategy for rural products.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

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