



Australian Government

Department of Education, Employment and Workplace Relations

AHCMER501A Develop a sales strategy for rural products

Release: 1

AHCMER501A Develop a sales strategy for rural products

Modification History

Not Applicable

Unit Descriptor

Unit descriptor	This unit covers developing a sales strategy for rural products and defines the standard required to: review current product sales against the marketing plan; identify product specifications and quality assurance strategy, target market outlets, timing and volume of sales, and 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.
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Application of the Unit

Application of the unit	This unit applies to retail and wholesale managers who developing a sales strategy for rural products.
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Licensing/Regulatory Information

Not Applicable

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

Not Applicable

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA

ELEMENT	PERFORMANCE CRITERIA
1. Review existing sales plans	1.1. Current market returns are reviewed against sales objectives for the property. 1.2. Current performance data is analysed and compared to relevant benchmark information. 1.3. Trends and opportunities in respect to customer requirements are identified. 1.4. Current specifications for products and services are reviewed.
2. Devise a sales strategy	2.1. Range of market options for farm products and services are identified. 2.2. Alternative market options are analysed for their profitability and feasibility consistent with sales objectives for property. 2.3. Sales plan is developed identifying product specifications and quality assurance strategy, target market outlets, timing and volume of sales, and price risk management strategy. 2.4. Available resource commitments and capacity are determined to implement the sales strategy. 2.5. Contingency arrangements are defined to manage variations in production and market prices.
3. Implement and review a sales strategy	3.1. Sales are conducted according to the sales strategy and adjusted according to the contingency plan. 3.2. Sales plan is reviewed and amended.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- research skills
- determine current market position
- review existing strategies and propose improvements
- check relevant business, industrial and legislative requirements
- define and obtain information for use in making effective decisions
- develop plans to implement sales strategies
- use literacy skills to fulfil job roles as required by the organisation. The level of

REQUIRED SKILLS AND KNOWLEDGE

skill may range from reading and understanding documentation to completion of written reports

- use oral communication skills/language competence to fulfil the job role as specified by the organisation including questioning, active listening, asking for clarification, negotiating solutions and responding to a range of views
- use numeracy skills to estimate, calculate and record complex workplace measures
- use interpersonal skills to work with others and relate to people from a range of cultural, social and religious backgrounds and with a range of physical and mental abilities.

Required knowledge

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

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit

The evidence required to demonstrate competency in this unit must be relevant to workplace operations and satisfy holistically all of the requirements of the performance criteria and required skills and knowledge and include achievement of the following:

- review current product sales against the marketing plan
- identify product specifications and quality assurance strategy, target market outlets, timing and volume of sales, and 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.

Context of and specific resources for assessment

Competency requires the application of work practices under work conditions. Selection and use of resources for some worksites may differ due to the regional or enterprise circumstances.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole.

Rural products may include:

- any agricultural product
- any horticultural product.

Unit Sector(s)

Unit sector	Merchandising
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Co-requisite units

Co-requisite units		

Competency field

Competency field	
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