



Australian Government

Assessment Requirements for BSBCUE303 Conduct a telemarketing campaign

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

Performance Evidence

Evidence of the ability to:

- meet agreed engagement and sales ratios and achieve sales targets
- prepare and use an engagement guide effectively
- manage negative customer engagement in accordance with organisation procedures and standards
- record sales, payments and delivery arrangements accurately using systems technology
- summarise results against targets, report difficulties and improvement opportunities.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- identify legislative and regulatory codes and requirements relating to conducting a telemarketing campaign
- outline marketing principles and practice
- explain operational environment: customer base, company products and services
- identify organisational policies and protocols associated with customer service and sales
- explain sales techniques, fulfilment processes, and technology and systems employed.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the stakeholder relations – customer engagement field of work and include access to:

- communication technology and database systems in real or simulated workplace
- workplace information and data, including:

- call/engagement guides
- performance managements, sales performance and quality assurance documentation
- records and relevant legislation
- regulatory requirements
- organisational standards and guidelines.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>