



Australian Government

BSBSLS408 Present, secure and support sales solutions

Release: 1

BSBSLS408 Present, secure and support sales solutions

Modification History

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

Application

This unit describes the skills and knowledge required to present sales solutions that respond to specific buying needs of a client, and to use sales processes associated with securing prospect commitment to proceed with a sale.

It also includes attending to post-sales activities that build and strengthen the partnership between a salesperson and client, and enhance the likelihood of future sales.

It applies to individuals working in sales-related positions in a small, medium or large enterprise, in a wide variety of industries, who may provide sales solutions individually, or provide advice and support on aspects of sales solutions to support a sales team.

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

Unit Sector

Business Development – Sales

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Prepare for sales presentation	1.1 Obtain and organise products, ideas and services for use within sales presentation 1.2 Review product information to ensure familiarity with products 1.3 Identify sales tactics, and assess and choose options that meet needs and preferences of the prospect 1.4 Consider variety of sales solutions and prepare to meet buyer needs 1.5 Identify and select sales aids

ELEMENT	PERFORMANCE CRITERIA
	1.6 Identify alternatives for prospects and assess in relation to anticipated buyer needs
2. Present sales solution	2.1 Use gestures, posture, body language, facial expressions and voice to create a supportive selling environment 2.2 Use listening skills and open-ended questions to identify buyer needs, preferences, motives and objections 2.3 Adjust presentation to match needs and preferences of buyer 2.4 Use persuasive communication techniques to secure buyer interest 2.5 Ensure presentation demonstrates and communicates key features of product and emphasises benefits in relation to identified buyer needs 2.6 Obtain and present proof of benefits through product purchase 2.7 Use sales aids to build buyer understanding of how product aligns with needs
3. Respond to buyer signals	3.1 Identify and assess verbal and non-verbal buying signals 3.2 Use probing to identify source of buyer resistance 3.3 Identify strengths and limitations of buyer resistance strategies 3.4 Select and implement strategy for managing buyer resistance 3.5 Use trial closes strategically during different stages of sales process
4. Negotiate and finalise sale	4.1 Initiate formal close to sales process following one or more trial closes 4.2 Select strategy to close sale, and use supportive and confirming language to support closure 4.3 Negotiate conditions of agreement, outline a summary of agreement to buyer, and confirm buyer's decision 4.4 Provide advice on financing arrangements, if required 4.5 Prepare and complete sales documents, and process and monitor client order 4.6 Identify and present cross-selling opportunities to buyer
5. Support post-sale activities	5.1 Ensure contact is made with buyer post-sale to ensure agreed expectations have been met 5.2 Provide technical assistance or advice and assist clients to access appropriate after-sales support

ELEMENT	PERFORMANCE CRITERIA
	5.3 Use feedback solicitation regarding sales process and product satisfaction 5.4 Address and resolve service problems and difficulties identified through feedback 5.5 Develop and implement client loyalty strategies to secure buyer loyalty and facilitate ongoing contact 5.6 Offer and implement additional sales solutions and benefits to clients when opportunities arise

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.1-1.6, 2.7, 4.3-4.6, 5.1-5.6	Analyses and evaluates textual information to develop research strategies, integrate facts and ideas, and meet organisational requirements
Writing	1.1, 4.5-4.6, 5.1-5.6	Creates documents using specific and detailed language to convey explicit information, requirements and recommendations
Oral Communication	1.1, 2.1-2.7, 3.1-3.5, 4.1-4.6, 5.1-5.6	- Obtains information by listening and questioning, and - Participates in discussions using detailed, clear and persuasive language to contribute details, express requirements and provide advice
Numeracy	2.6, 4.3-4.5, 5.5	Identifies, interprets and compares mathematical information in simple and familiar written texts
Interact with others	2.3, 2.4, 3.2-3.4, 4.2, 5.3-5.5	- Uses a range of interpersonal skills to build rapport and establish relationships with others - Tailors communication to achieve purpose, demonstrating a sophisticated understanding of audience needs
Get the work done	1.1-1.3, 2.1-2.7, 3.2, 3.4, 3.5, 4.1-4.6, 5.1-5.6	- Sequences and schedules complex activities to achieve outcomes in a timely fashion - Uses systematic, analytical processes in complex, non-routine situations, setting goals, designing strategies, gathering relevant information and evaluating options

		• Uses formal and informal processes to monitor implementation of solutions and reflect on outcomes • Uses main features and functions of digital tools to complete work tasks and access information
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Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBSLS408 Present, secure and support sales solutions	BSBSLS408A Present, secure and support sales solutions	Updated to meet Standards for Training Packages	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

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

Assessment Requirements for BSBSLS408 Present, secure and support sales solutions

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Performance Evidence

Evidence of the ability to:

- identify principles of effective sales presentation
- identify buyer needs and present sales solution
- manage buyer resistance
- finalise a sale
- implement support for post-sale activities.

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:

- demonstrate detailed product knowledge, including product:
 - advantages and disadvantages
 - features
 - service benefits
- identify materials and aids that support presentations
- identify principles for achieving an effective sales presentation mix
- describe statistical methods used to demonstrate sales performance
- describe strategies used to:
 - manage client accounts
 - build client goodwill
 - develop client loyalty.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the business development – sales field of work and include access to:

- office equipment and resources
- support materials for effective presentations
- case studies and, where possible, real situations
- interaction with others.

Assessors must satisfy NVR/AQTF assessor requirements.

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