



Australian Government

Assessment Requirements for BSBSLS502 Lead and manage a sales team

Release: 1

Assessment Requirements for BSBSL502 Lead and manage a sales team

Modification History

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

Performance Evidence

Evidence of the ability to:

- plan sales operations and resources required to attain sales objectives including:
 - structure and size of sales team
 - compensation methods and levels
 - sales territories
 - targets and performance standards
- recruit and induct personnel and provide support including :
 - training, coaching and mentoring
 - strategies for motivation, encouragement, recognition and reward
 - modelling client-focused sales tactics
 - providing constructive feedback
- establish team work structures, targets and performance standards
- allocate resources in accordance with organisational policies and procedures to support attainment of sales targets
- establish systems to monitor and evaluate performance including:
 - sales volume, conversion rate data and cross-selling ratios
 - legal, ethical and social conduct
- analyse performance data and take corrective action or adjust sales plans as appropriate.

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:

- explain organisation's procedures that relate to budgets and resource allocation
- explain the relevance of sales volume, conversion rate data and cross-selling ratios

- outline human resource management strategies
- outline the legislative and regulatory context of the organisation in relation to management of a sales team
- explain challenges in structuring a sales team and managing sales territories and possible strategies to address them.

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:

- relevant legislation, regulations, standards and codes
- relevant workplace documentation and resources
- case studies and, where possible, real situations
- interaction with others.

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>