



Australian Government

BSBSLS502 Lead and manage a sales team

Release: 1

BSBSLS502 Lead and manage a sales team

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 plan, implement, direct and evaluate sales team activities.

It applies to individuals working in a supervisory or managerial sales role who provide leadership to a sales team to increase the effectiveness of their performance.

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. Plan sales operations	1.1 Set sales teams objectives 1.2 Prepare sales plan and budget to support attainment of objectives 1.3 Develop objectives related to the nature of the sales operation which are consistent with marketing and sales strategies 1.4 Determine the size and structure of the sales team 1.5 Recruit, select and induct sales team members on an ongoing basis in accordance with job analysis and sales team objectives 1.6 Provide sales team members with initial training using appropriate training methods 1.7 Establish sales team compensation methods and levels 1.8 Establish sales territories, sales targets and performance

ELEMENT	PERFORMANCE CRITERIA
	standards
2. Direct sales team	2.1 Implement strategies to encourage, motivate and support sales team members 2.2 Coach or mentor sales team members to facilitate attainment of sales targets 2.3 Model client-focused tactics for sales team members 2.4 Allocate resources in accordance with organisational policies and procedures to support attainment of sales targets 2.5 Analyse sales volume, conversion rate data and cross-selling ratios to monitor sales performance 2.6 Monitor the ethical and social conduct of the sales team in accordance with legal requirements, professional expectations and organisational policy
3. Evaluate sales team performance	3.1 Establish systems to evaluate sales effectiveness against performance standards 3.2 Offer sales team members constructive feedback on their performance 3.3 Recognise and reward superior sales team member performance 3.4 Take corrective action where sub-standard sales team member performance is identified 3.5 Adjust sales team planning in light of evaluation processes

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	1.2-1.8, 2.1, 2.4-2.6, 3.1, 3.4, 3.5	- Analyses and interprets workplace documentation - Recognises information related to sales requirements within job specifications and work processes
Writing	1.1-1.8, 2.1, 2.4-2.6, 3.1, 3.4, 3.5	- Accurately records information according to organisational requirements - Composes and edits texts, selecting appropriate vocabulary and structure for audience and purpose

Oral Communication	1.1, 1.5, 1.6, 2.1, 2.2, 3.2, 3.4	Articulates issues and requirements clearly and obtains information from others by listening and questioning
Numeracy	1.1, 1.2, 1.7, 1.8, 2.4, 2.5, 3.1, 3.4, 3.5	Uses a wide range of mathematical calculations to enter or analyse information related to sales plans, targets and performance
Navigate the world of work	1.3, 2.4, 2.6, 3.1	- Considers broader organisational goals when developing team objectives - Models behaviours that are an example for others and that are consistent with organisation protocols, policies, procedures and strategies - Monitors conduct of self and others to ensure compliance with legal requirements, professional standards and organisational policy
Interact with others	1.5, 1.6, 2.2, 2.3, 3.2, 3.3, 3.4	- Plays a lead role in situations requiring effective collaboration, demonstrating high level influencing skills whilst engaging and motivating others - Uses interpersonal skills to gain trust and confidence of colleagues and provides feedback to others in forms that they can understand and use - Demonstrates sophisticated control over oral, visual and/or written formats, drawing on a range of communication practices to achieve training goals
Get the work done	1.1, 1.3-1.8, 2.1-2.6, 3.1-3.5	- Sequences and schedules complex activities of self and others and manages relevant communication - Uses systematic, analytical processes in complex, non-routine situations, setting goals, designing strategies, gathering relevant information and evaluating options to inform decision making - Uses formal and informal processes to monitor implementation of solutions, to reflect on outcomes and then take appropriate action when required

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBSLS502 Lead and manage a sales team	BSBSLS502A Lead and manage a sales team	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 BSBSLS502 Lead and manage a sales team

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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.

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