



Australian Government

Department of Education, Employment and Workplace Relations

BSBSLS403A Present a sales solution

Release: 1

BSBSLS403A Present a sales solution

Modification History

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to present a sales solution which responds to the specific buying needs of the client.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

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Application of the Unit

This unit applies to individuals who are skilled in using specific sales techniques to present a sales solution to meet buyer needs. They may provide advice and support about aspects of sales solutions to support a sales team.

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Licensing/Regulatory Information

Refer to Unit Descriptor

Pre-Requisites

Employability Skills Information

This unit contains employability skills.

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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

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Elements and Performance Criteria

Elements and Performance Criteria

Element	Performance Criteria
1 Prepare for presentation	1.1 Obtain and organise products for use within a sales presentation 1.2 Review product information to ensure familiarity with products 1.3 Identify sales tactic options, and assess and choose them in terms of their ability to meet the needs and preferences of the prospect 1.4 Consider a variety of sales solutions and prepare to meet buyer needs 1.5 Identify and select sales aids 1.6 Identify alternatives for prospects and assess them in relation to anticipated buyer needs
2 Present a sales solution	2.1 Use gestures, posture, body language, facial expressions and voice to create a supportive selling environment 2.2 Apply listening skills to determine buyer needs 2.3 Use open-ended questions to identify buyer needs, preferences, motives and objections 2.4 Adjust presentation to match the needs and preferences of the buyer

- 2.5 Use persuasive communication techniques to secure buyer interest
 - 2.6 Demonstrate and explain products to enhance buyer retention
 - 2.7 Ensure the presentation communicates the key features of the product and emphasises benefits in relation to identified buyer needs
 - 2.8 Obtain and present **proof of benefits** through product purchase
 - 2.9 Utilise sales aids to build buyer understanding of how the product is aligned with needs
- 3 Manage buyer resistance
 - 3.1 Utilise probing to identify the source of **buyer resistance**
 - 3.2 Identify the strengths and limitations of **buyer resistance strategies**
 - 3.3 Elect and implement a strategy for managing buyer resistance
 - 3.4 Ensure strategy selected addresses the source of buyer resistance

Required Skills and Knowledge

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

Required skills

communication skills to question clients to determine client needs and preferences and to use persuasive and assertive language in promoting product features and benefits

conflict resolution skills to manage customer dissatisfaction

negotiation skills to manage buyer resistance

presentation skills to demonstrate how product benefits and key features fulfil buyers' needs

research skills to use sales statistics to support a verbal argument

technological skills to use equipment to aid presentation of sales information.

Required knowledge

detailed product knowledge, including product:

advantages and disadvantages

features

service benefits

materials and aids which can be used to support presentations

principles of achieving an effective sales presentation mix

identification and overview knowledge of key provisions of relevant legislation from all levels of government that affects business operations, codes of practice and national standards, such as:

anti-discrimination

ethical principles

consumer protection

contract law

privacy laws

Trade Practices Act

statistical methods to demonstrate sales performance.

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

Evidence of the following is essential:

presentation of sales solutions that respond to specific buying needs and highlight major features of product/s

principles of achieving an effective sales presentation mix.

Context of and specific resources for assessment

Assessment must ensure:

access to an actual workplace or simulated environment

access to product information

access to office equipment, machines and sales support materials to make a presentation.

Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

analysis of responses to case studies and scenarios

observations of presentations of sales solutions

direct questioning combined with portfolios of evidence and third party workplace reports of on-the-job performance by the candidate

oral or written questioning to assess knowledge of sales tactic options, proposed sales solutions and ways to overcome buyer resistance

observation of persuasive communication techniques and listening skills used when presenting a sales solution

review of sales aids identified and selected

evaluation of strategies implemented to manage buyer resistance.

Guidance information for assessment

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

BSBPRO401A Develop product knowledge

BSBSLS404A Secure prospect commitment

BSBSLS406A Self-manage sales performance.

Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Products may include:

goods
ideas
services

Sales aids may include:

drawings
electronic media
graphs
models
photographs
printed materials
product itself
product samples
transparencies
whiteboards

Proof of benefits may include:

anecdotes and examples
comparisons
statistics
testimony

Source of **buyer resistance** may include:

company resistance
no perceived need
price resistance
salesperson resistance
service dissatisfaction
timing issues
uncertainty about the product

Buyer resistance strategies may include:

assertive messages

boomerang
checking perceptions
direct denial
incentives offer
indirect denial
requesting additional information from
buyers
open and closed questions
superior benefit
trial offer

Unit Sector(s)

empty
empt

Competency field

Business Development - Sales
Business Development - Sales