



Australian Government

Department of Education, Employment and Workplace Relations

BSBSLS502A Lead and manage a sales team

Revision Number: 1

BSBSLS502A Lead and manage a sales team

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to plan, implement, direct and evaluate sales team activities. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.
------------------------	--

Application of the Unit

Application of the unit	This unit 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.
--------------------------------	---

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
-----------------------------	--

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.
---	--

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
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 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

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- communication skills to effectively work with a team
- financial management skills to manage a sales budget
- interpersonal skills to mentor, coach and apply training and development strategies
- leadership skills to gain trust and confidence of colleagues and clients
- literacy skills to interpret and explain complex, formal documents.

Required knowledge

- budgeting processes
- human resource management strategies
- principles of equal opportunity, equity, diversity and anti-discrimination
- 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
- sales target and territory planning and management.

Evidence Guide

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:

- management and development of a personal sales team to attain sales targets
- knowledge of the principles of equal opportunity, equity, diversity and anti-discrimination.

Context of and specific resources for assessment

Assessment must ensure:

- access to an actual workplace or simulated environment
- access to appropriate documentation and resources normally used in the workplace.

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
- 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 techniques used to manage sales team performance
- review of sales teams objectives
- review of resources allocated to support attainment of sales targets
- assessment of established sales territories, sales targets and performance standards
- evaluation of recognition and rewarding of superior sales team member performance.

Guidance information for assessment

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

- management units.

Range Statement

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.

Training methods may include:

- audio-tapes
- case studies
- computer packages
- films
- lectures
- one-on-one instruction
- role plays
- simulations
- slides
- teleconferencing
- videoconferencing
- videotapes

Corrective action may include:

- additional training
- individualised development plans
- mentoring
- ongoing feedback goal related feedback
- re-training

Unit Sector(s)

Unit sector	
-------------	--

Competency field

Competency field	Business Development - Sales
------------------	------------------------------

Co-requisite units

Co-requisite units		