



Australian Government

CPCCBBC4027 Establish a basis for sales consulting

Release: 1

CPCBC4027 Establish a basis for sales consulting

Modification History

Release 1 This version first released with CPC Construction, Plumbing and Services Training Package Release 5.0.

Supersedes and is equivalent to CPCBC4027B Establish a base for sales consulting. Updated to meet the Standards for Training Packages 2012.

Application

This unit of competency specifies the skills and knowledge required to establish a basis for sales consulting. It includes managing self-development to improve personal performance.

It applies to sales consultants and other professionals who are responsible for the marketing and sale of newly constructed residential and commercial structures.

This unit of competency is suitable for people operating with autonomy. A person working at this level would be expected to take responsibility for establishing a basis for sales consulting.

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

Pre-requisite Unit

Nil.

Unit Sector

Building and Construction

Elements and Performance Criteria

Elements describe the essential outcomes.

Performance criteria describe what needs to be done to demonstrate achievement of the element.

1 Develop and apply industry knowledge.

1.1 Obtain, read and interpret organisational policies and procedures relating to sales consulting.

1.2 Develop knowledge of organisation's products and services.

1.3 Research and identify market segments within the industry sector.

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| | 1.4 | Provide customers with accurate and clear industry information. |
| 2 Apply key attributes of an industry sales consultant. | 2.1 | Use appropriate body language, gestures, facial expressions and tone of voice to support the sales process. |
| | 2.2 | Determine customer type and needs by using open-ended questions and active listening. |
| | 2.3 | Apply persuasive communication techniques to secure buyer interest. |
| | 2.4 | Communicate other unique features to enhance buyer retention. |
| | 2.5 | Obtain and present proof of benefits through the product purchase process. |
| | 2.6 | Utilise sales aids to build buyer understanding of how the product is aligned with their needs. |
| 3 Manage buyer resistance and complete documentation. | 3.1 | Determine customer interest from behaviour and cues. |
| | 3.2 | Identify source of buyer resistance by using probing techniques. |
| | 3.3 | Identify buyer strengths and limitations and formulate a strategy to overcome resistance. |
| | 3.4 | Record customer sales information. |
| 4 Manage self-evaluation and personal performance. | 4.1 | Identify self-development improvements and produce a plan that reflects individual and company goals and targets. |
| | 4.2 | Review, evaluate and modify personal performance. |
| | 4.3 | Establish processes to maintain personal mental and physical wellbeing. |
| 5 Develop and maintain | 5.1 | Identify and attend ongoing training and professional |

personal competence.

development programs that support competence.

- 5.2 Participate in professional networks and associations to enhance knowledge, skills and relationships.

Foundation Skills

Foundation skills essential to performance are explicit in the performance criteria of this unit of competency.

Unit Mapping Information

Supersedes and is equivalent to CPCCBBC4027B Establish a base for sales consulting.

Links

Companion volumes to this training package are available at the VETNet website - <https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=7e15fa6a-68b8-4097-b099-030a5569b1ad>

Assessment Requirements for CPCBC4027 Establish a basis for sales consulting

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Performance Evidence

To demonstrate competency, a candidate must meet the elements and performance criteria of this unit by consulting a minimum of three customers.

In doing this the, the candidate must:

- explain sectors of the construction industry and range of products available in each sector
- convey information factually and accurately without overpowering the client
- adhere to organisational ethical and probity standards
- use technology skills and equipment to aid presentation
- manage and resolve customer dissatisfaction.

Knowledge Evidence

To be competent in this unit, a candidate must demonstrate knowledge of:

- relevant government legislation affecting business operations:
 - standards and codes of practice
 - anti-discrimination
 - consumer protection
 - contract law
 - ethical principles
 - privacy laws
 - Competition and Consumer Act
- government building and construction regulations, standards and codes
- legal and contractual requirements relating to building and construction
- types and classes of building as classified in the National Construction Code (NCC)
- market segments:
 - first and subsequent home buyers
 - speculative and investor buyers

- sources of buyer resistance and dissatisfaction and strategies to overcome and resolve them
- characteristics of the marketplace which influence an individual's decision to invest in a building
- methods to improve personal performance and self and professional development
- digital tools and devices to communicate and collaborate effectively with others
- a range of digitally-based technology and applications to access, extract integrate and compile information.

Assessment Conditions

Assessors must meet the requirements for assessors contained in the Standards for Registered Training Organisations.

Assessment can be undertaken in the workplace or in a simulated workplace environment.

A simulated environment is one that realistically replicates workplace conditions, materials and equipment, interactions with others and workplace irregularities, and which meets industry standards for safety and environmental practices.

Candidates must have access to:

- relevant government sale legislation
- current building and construction codes and standards
- construction drawings and specifications
- organisational policies and procedures and other quality documentation required to undertake the performance criteria and assessment requirements
- digital devices, applications and software to transmit and receive information electronically.

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