



Australian Government

Department of Education, Employment and Workplace Relations

CPCCBBC4027B Establish a basis for sales consulting

Release: 1

CPCCB4027B Establish a basis for sales consulting

Modification History

Not Applicable

Unit Descriptor

Unit descriptor	This unit of competency specifies the outcomes required to develop information about the sales process. The unit covers the construction industry and establishing personal standards in support of the sales process.
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Application of the Unit

Application of the unit	This unit of competency supports the needs of sales consultants and other professionals within the building and construction industry responsible for the marketing and sale of newly constructed residential and commercial structures.
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Licensing/Regulatory Information

Not Applicable

Pre-Requisites

Prerequisite units Nil

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. Develop knowledge of the industry.	1.1. Industry building types are identified. 1.2. Knowledge of styles within industry sectors is developed, including individual design, project and architectural designs, renovations and additions. 1.3. Market segments within the relevant industry sector are identified. 1.4. Knowledge of the industry is used to provide customers with clear and accurate information as required.
2. Demonstrate the key attributes of an industry sales consultant.	2.1. Gestures, posture, body language, facial expression and voice are used to create a supportive selling environment. 2.2. Customer needs are accurately determined through the use of open-ended questions and active listening. 2.3. Persuasive communication techniques are used to secure buyer interest. 2.4. Product benefits are established and explained to enhance buyer retention. 2.5. Proof of benefits are obtained and presented through product purchase process. 2.6. Sales aids are used to build buyer understanding of how the product is aligned with needs.
3. Manage self-development and personal performance.	3.1. Self-development plan is produced, which reflects individual and company goals and targets. 3.2. Personal performance is reviewed, evaluated and modified, as required. 3.3. Processes are put in place to maintain personal mental and physical well being.
4. Manage buyer resistance and complete documentation.	4.1. Probing is used to identify source of buyer resistance. 4.2. Strengths and limitations of strategies to overcome buyer resistance are identified. 4.3. Strategy for managing buyer resistance is selected and implemented ensuring it addresses the source of buyer resistance. 4.4. Customer and sales information is recorded as required.
5. Develop and maintain professional competence.	5.1. Ongoing training and development that meet requirements for professional development programs are identified and attended.

ELEMENT**PERFORMANCE CRITERIA**

5.2. Participation in professional networks and associations is used to enhance knowledge, skills and relationships.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

Required skills for this unit are:

- ability to convey information factually and accurately without overpowering the client
- ability to identify and source the latest industry information
- adhere to organisational ethical and probity standards
- apply numeracy skills to workplace requirements
- communication skills to:
 - demonstrate and communicate property benefits to customers, including long-term benefits of sustainable building solutions and other unique selling features
 - enable clear and direct communication, using questioning to identify and confirm requirements, share information, listen and understand
 - read and interpret product information and relevant industry information and documentation from a variety of sources
 - use and interpret non-verbal communication
 - use language and concepts appropriate to cultural differences
 - written skills to record client and sales information
- conflict resolution skills to manage customer dissatisfaction
- negotiation skills to manage buyer resistance
- research skills to use sales statistics to support a verbal argument
- teamwork skills to:
 - relate to people from a range of cultural and ethnic backgrounds and with varying physical and mental abilities
 - work with others to coordinate and action tasks
- technological skills to use equipment to aid presentation of sales information and to operate a range of office equipment
- using persuasive and assertive language to promote product features and benefits.

REQUIRED SKILLS AND KNOWLEDGE

Required knowledge

Required knowledge for this unit is:

- customer types and needs, including:
 - customer behaviour and cues
 - customer buying motives
 - individual and cultural differences, demographics, lifestyle and income
- detailed product knowledge, including industry intelligence and market analysis
- identification and overview knowledge of key provisions of relevant legislation from all levels of government that affect business operations, codes of practice and national standards, such as:
 - anti-discrimination
 - consumer protection
 - contract law
 - ethical principles
 - privacy laws
 - Trade Practices Act
- materials and aids that can be used to support the sales process
- sales strategies and sales targets and how to achieve them
- statistical methods to demonstrate sales performance
- types of customer needs, e.g. functional and psychological.

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

This unit of competency could be assessed by preparing and submitting a self-development plan and a marketing plan for the sale of a structure.

This unit of competency can be assessed in the workplace or a close simulation of the workplace environment, provided that simulated or project-based assessment techniques fully replicate construction workplace conditions, materials, activities, responsibilities and procedures.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

A person who demonstrates competency in this unit must be able to provide evidence of the ability to:

- understand the role of a sales consultant
- identify characteristics of the sectors of the construction industry and range of products available in each sector
- demonstrate key attributes of a sales consultant, including personal presentation, oral communication skills and mannerisms that support client contact and instil confidence
- understand importance of adherence to organisational ethical and probity standards
- manage personal professional development and performance in line with organisational expectations.

Context of and specific resources for assessment

This competency is to be assessed using standard and authorised work practices, safety requirements and environmental constraints.

Assessment of essential underpinning knowledge will usually be conducted in an off-site context.

Assessment is to comply with relevant regulatory or Australian standards' requirements.

Resource implications for assessment include:

- documentation that should normally be

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available in either a building or construction office

- relevant codes, standard and regulations
- office equipment, including calculators, photocopiers and telephone systems
- a technical reference library with current publications on measurement, design, building construction and manufacturers' product literature
- a suitable work area
- promotional materials and relevant information on marketing, market segments and sales strategies.

Reasonable adjustments for people with disabilities must be made to assessment processes where required. This could include access to modified equipment and other physical resources, and the provision of appropriate assessment support.

Method of assessment

Assessment methods must:

- satisfy the endorsed Assessment Guidelines of the Construction, Plumbing and Services Training Package
- include direct observation of tasks in real or simulated work conditions, with questioning to confirm the ability to consistently identify and correctly interpret the essential underpinning knowledge required for practical application
- reinforce the integration of employability skills with workplace tasks and job roles
- confirm that competency is verified and able to be transferred to other circumstances and environments.

Validity and sufficiency of evidence requires that:

- competency will need to be demonstrated over a period of time reflecting the scope of the role and the practical requirements of the workplace
- where the assessment is part of a structured learning experience the evidence collected must relate to a number of performances assessed at different points in time and

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separated by further learning and practice, with a decision on competency only taken at the point when the assessor has complete confidence in the person's demonstrated ability and applied knowledge

- all assessment that is part of a structured learning experience must include a combination of direct, indirect and supplementary evidence.

Assessment processes and techniques should as far as is practical take into account the language, literacy and numeracy capacity of the candidate in relation to the competency being assessed.

Supplementary evidence of competency may be obtained from relevant authenticated documentation from third parties, such as existing supervisors, team leaders or specialist training staff.

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.

- Industry building types*** include:
- double brick, brick veneer, rammed earth and steel frame construction residences
 - single and multiple storey buildings
 - timber and/or fibro-cement construction.
- Market segments*** include:
- first and subsequent home buyers
 - speculative and investment buyers.
- Proof of benefits*** includes:
- anecdotes and examples
 - comparisons
 - statistics
 - testimony.

RANGE STATEMENT

Sales aids include:

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

Self-development includes:

- maintaining financial and lender knowledge
- maintaining product and construction knowledge
- membership of professional associations
- professional development relating to sales and industry skills
- undertaking appropriate training courses.

Personal performance includes:

- commitment to achieving sales targets
- commitment to organisation's goals and objectives
- level of achievement
- mannerisms and demeanour
- oral communication skills
- presentation skills.

Source of buyer resistance includes:

- company resistance
- price resistance
- salesperson resistance
- service dissatisfaction
- timing issues
- uncertainty about the product.

Strategies to overcome buyer resistance include:

- assertive messages
- boomerang technique
- checking perceptions
- direct denial
- incentives offer
- indirect denial
- open and closed questions
- requesting additional information from buyers
- superior benefit.

Unit Sector(s)

Unit sector Construction

Co-requisite units

Co-requisite units Nil

Functional area

Functional area