



Australian Government

Assessment Requirements for FNSIBK604 Manage a sales plan for insurance broking services

Release: 1

Assessment Requirements for FNSIBK604 Manage a sales plan for insurance broking services

Modification History

Release	Comments
Release 1	This version first released with FNS Financial Services Training Package Version 1.0.

Performance Evidence

Evidence of the ability to:

- develop a promotional strategy to support the brokerage sales plan
- develop an effective sales plan to increase the market share of the brokerage
- manage implementation of the strategy through effective selection and preparation of distribution channels
- evaluate performance of the sales plan and adjust promotional strategies as required.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the evidence requirements safely and effectively, the individual must:

- outline the analysis undertaken of current industry market trends and distribution channels in planning promotional strategies
- describe the influence of organisation and/or industry policy wordings on the design of the promotional strategy
- explain the key sales and marketing principles used in the design of the sales plan and promotional strategy
- explain the process whereby management accountability is taken for compliance with organisational policy and procedures, underwriters' guidelines and authorities and legislative requirements in the design and execution of the promotional strategy to support the sales plan.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the insurance broking field of work and include access to:

- common office equipment, technology, software and consumables
- organisational records
- organisational policy and procedures.

Assessor must satisfy NVR/AQTF assessor requirements.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c7200cc8-0566-4f04-b76f-e89fd6f102fe>