



Australian Government

FNSSAM402 Implement a sales plan

Release: 1

FNSSAM402 Implement a sales plan

Modification History

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

Application

This unit describes the skills and knowledge required to develop, implement and review a sales and promotional strategy for a financial services organisation.

Individuals work under a level of supervision but have responsibility for collating, coordinating and reviewing strategic activities.

Work functions in the occupational areas where this unit may be used are subject to regulatory requirements. Refer to the FNS Implementation Guide Companion Volume or the relevant regulator for specific guidance on requirements.

Unit Sector

Sales and marketing

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Implement promotional strategy	1.1 Analyse sales plan to clarify strategy and sales targets 1.2 Create promotional package to meet requirements of sales plan, enhance business corporate image and satisfy all relevant legislation, regulations and codes of practice 1.3 Implement promotional strategy within budget and in timeframes specified
2. Prepare distribution channels	2.1 Identify distribution channels and reach agreements for selling products and/or services 2.2 Train personnel to develop product and service knowledge and ensure quality client service is maximised

ELEMENT	PERFORMANCE CRITERIA
	2.3 Distribute promotional materials to salespeople through established distribution channels within appropriate timeframes
3. Monitor and review sales plan implementation	3.1 Establish criteria to measure effectiveness of promotional strategy and performance criteria for sales staff and distribution channels, and monitor attainment of forecast sales target 3.2 Make adjustments to promotional strategy or product and service distribution, as necessary, to ensure required result is being obtained 3.3 Contribute feedback on implementation of sales plan and promotional strategy to sales planning process

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.1, 1.2, 2.1	Analyses a range of textual information from a variety of sources and collates and distributes according to specific requirements
Writing	1.2, 2.1-2.3, 3.1-3.3	Prepares a range of materials suited to specific purposes and audiences using appropriate format, clear language and accurate spelling and grammar
Oral Communication	2.1, 2.2, 2.3, 3.1-3.3	- Participates in verbal exchanges and clearly explains detailed information using language, tone and pace appropriate to the audience - Uses active listening and questioning techniques to clarify and convey information and to obtain feedback
Numeracy	1.3, 2.3, 3.1	Uses mathematical equations to calculate, compare and collate numerical and financial data required for planning and scheduling activities
Navigate the world of work	1.2, 1.3	- Monitors adherence to legal and regulatory rights and responsibilities when undertaking own tasks - Recognises and follows explicit and implicit protocols, and meets organisational expectations
Interact with others	2.1-2.3, 3.1, 3.3	- Selects the appropriate form, channel and mode of communication to achieve a specific purpose - Tailors every communication to achieve its purpose,

		demonstrating a sophisticated understanding of the needs, interests, issues and priorities of each audience • Collaborates with others to achieve joint outcomes, playing an active role in facilitating effective group interaction through the sharing of knowledge, information and resources and by providing feedback
Get the work done	1.1-1.3, 2.1-2.3, 3.1, 3.2	• Uses existing structures and systems when developing plans for complex activities, monitors achievement against goals, budgets and timeframes, and makes adjustments if required • Plans, organises and implements activities for staff and others to ensure organisational training goals are met • Identifies the critical factors that impact on decisions, evaluates the effectiveness of decisions, monitors outcomes and reflects on the impact for future situations • Applies lateral thinking techniques as part of the creative process • Uses digital systems and tools to access information, identify trends and manipulate data to assist in the development of strategies

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
FNSSAM402 Implement a sales plan	FNSSAM402A Implement a sales plan	Updated to meet Standards for Training Packages	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet - <https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c7200cc8-0566-4f04-b76f-e89fd6f102fe>

Assessment Requirements for FNSSAM402 Implement a sales plan

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Performance Evidence

Evidence of the ability to:

- analyse a sales plan to develop suitable promotional and budgetary programs
- implement a sales strategy, including putting appropriate sales training in place and preparing promotional materials
- evaluate and make necessary adjustments to ensure the success of a sales plan.

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

Knowledge Evidence

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

- analyse marketing techniques and market trends
- describe the range of products and services provided by the organisation
- explain the key requirements of legislation, regulation and codes of practice relating to selling financial products and services
- compare and contrast sales and promotion techniques
- outline types of promotional packages and distribution channels used to promote financial products and services
- describe the key features of training strategies used in sales and marketing
- describe the performance criteria used to measure the success of sales plan implementation.

Assessment Conditions

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

- financial services product information

- relevant software system and data
- organisational policy and procedures
- common office equipment, technology, software and consumables.

Assessors 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>