



Australian Government

Department of Education, Employment and Workplace Relations

FNSICSAM402B Implement a sales plan

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit describes the functions involved in developing, implementing and reviewing a sales and promotional strategy for a financial services organisation.

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Application of the Unit

This unit requires the application of planning knowledge and skills to the development and management of the promotion of products or services. It includes the development of a promotions package based on an existing plan, training personnel to support the promotional strategy and review of the promotional strategy and the sales. It may be applied in any sector of the financial services industry.

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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

The required outcomes described in this unit of competency contain applicable facets of employability skills. The Employability Skills Summary for the qualification in which this unit of competency is packaged, will assist in identifying employability skills requirements. The required outcomes described in this unit of competency contain applicable facets of employability skills. The Employability Skills Summary for the qualification in which this unit of competency is packaged, will assist in identifying employability skills requirements.

Elements and Performance Criteria Pre-Content

Elements define the essential outcomes of a unit of competency.

Performance Criteria describe the required performance needed to demonstrate achievement of the Element. **Bold, italicised** terms are elaborated in the Range Statement. Assessment of performance is to be consistent with the Evidence Guide.

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Elements and Performance Criteria

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Element	Performance Criteria
1 Implement promotional strategy	1.1 Sales plan is analysed to clarify strategy and sales targets 1.2 Promotional package is created to meet the requirements of the sales plan and enhance the business corporate image and satisfy all relevant legislation, regulations and codes of practice 1.3 Promotional strategy is implemented within budget and in the timeframes specified
2 Prepare distribution channels	2.1 Distribution channels are identified and agreements for selling products and/or services are reached 2.2 Training of personnel is undertaken to develop product and service knowledge and to ensure quality customer service is maximised 2.3 Promotional materials are distributed to sales people and distribution channels within appropriate timeframes
3 Monitor and review sales plan implementation	3.1 Criteria to measure the effectiveness of the promotional strategy are established 3.2 Adjustments to the promotional strategy or product and/or service distribution are made, as necessary, to ensure the required result is being obtained 3.3 Feedback on the implementation of the sales plan and promotional strategy is contributed to the sales

planning process

Required Skills and Knowledge

REQUIRED KNOWLEDGE&SKILLS

Knowledge requirements include:

sales and promotion techniques
marketing techniques and market trends
products and/or services provided by the company
training strategies

Skills requirements include:

communication skills
marketing skills
project management
use computers, telecommunication devices, databases, company proformas

Evidence Guide

EVIDENCE GUIDE

Assessment of performance requirements in the unit should be undertaken in an industry context. The Evidence Guide identifies the critical aspects, knowledge and skills to be demonstrated to confirm competency for the unit. Competency is demonstrated by performance of all stated criteria including the Range Statement applicable to the workplace.

Overview of assessment requirements

To achieve competency in this unit, a person must be able to demonstrate:

- the successful implementation of a sales plan based on analysis of the plan
- development of an implementation strategy
- communication of the strategy to relevant people
- ability to put training in place
- implementing the plan and making necessary adjustments and measuring the success of the plan

Critical aspects of evidence

Evidence required for demonstration of consistent performance:

Competence in this unit must be assessed over a period of time in order to ensure consistency of performance over the Range Statement and contexts applicable to the work environment.

Delivery/assessment relationship to other units:

This unit may be assessed on its own or it may be assessed with other units that cover related skills and knowledge.

Evidence is most relevant when provided through an integrated activity which combines the elements of competency for the unit, or a cluster of units of competency.

Assessment requirements

Method of assessment:

For valid and reliable assessment of this unit, evidence should be gathered through a range of methods to indicate consistent performance.

Assessment of this unit of competence will usually include observation of processes and procedures, oral and/or written questioning on underpinning knowledge and skills and

other methods as required.

Context of assessment:

This unit may be assessed at work, in a simulated work environment or a combination of these two approaches.

Resources required for assessment:

Assessment of this unit of competence requires access to workplace document, policies and procedures, computers and other office equipment.

Range Statement

The Range Statement relates to the unit of competency as a whole. It allows for different work environments and situations that will affect performance.

The following variables 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. If **bold italicised** text is shown in Performance Criteria, details of the text are provided in the Range Statement.

Promotional materials may include:

product and/or services brochures
client newsletters/bulletins
promotional products or give-aways, third party services
media advertising (radio, television, newspapers, trade journals, direct marketing)

Legislation, regulations and codes of practice may include:

industry codes of practice
occupational health and safety (OH&S) legislation
Anti-discrimination legislation
Consumer Credit Code
Privacy Act
legislation covering competition, prudential regulation
Finance Code
Electronic Funds Transfer (EFT) Code of Conduct
Financial Transaction Reports Act
Corporations Act (including Accounting Standards)
Business Names legislation
Financial Services Reform Act (FSRA)
Taxation Law
Australian Accounting Standards
Australian Prudential Regulation Authority (APRA)

Distribution channels may include:

brokers

common interest groups

agents

existing clients

associations

telemarketing

Criteria may include:

volume of sales

surveys of awareness of products and/or services

meeting targets

new clients

Unit Sector(s)

Not applicable.

Relationship to other units

This unit replaces FNSICSAM401A.

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