



Australian Government

Department of Education, Employment and Workplace Relations

FNSSAM402A Implement a sales plan

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to develop, implement and review a sales and promotional strategy for a financial services organisation. This unit has application to a variety of financial services sectors and is applicable to individuals working within enterprises and job roles subject to licensing, legislative, regulatory or certification requirements so the varying Commonwealth, State or Territory requirements should be confirmed with the relevant body.
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Application of the Unit

Application of the unit	This unit may be applied in any sector of the financial services industry.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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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.
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Elements and Performance Criteria

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 through established distribution channels within appropriate timeframes
3. Monitor and review sales plan implementation	3.1.Criteria to measure the effectiveness of the promotional strategy and performance criteria for sales staff and distribution channels are established so attainment of forecast sales target can be monitored 3.2.Adjustments to the promotional strategy or product and 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 SKILLS AND KNOWLEDGE

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

Required skills

- communication skills to:
 - determine and confirm sales planning requirements, using questioning and active listening as required
 - liaise with others, share information, listen and understand
 - use language and concepts appropriate to cultural differences
- IT skills for accessing and using appropriate software such as spreadsheets and databases and using internet information
- well-developed literacy skills to:
 - analyse information and products to ensure appropriateness to client needs, currency and accuracy
 - draft clear and accurate sales plans and supporting documentation
- problem solving skills to address product or service selling issues
- teamwork skills and skills to identify training needs and opportunities
- organisational skills, including the ability to plan and sequence work
- marketing skills

Required knowledge

- marketing techniques and market trends
- products and services provided by the organisation
- sales and promotion techniques
- training strategies

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

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

Evidence of the ability to:

- successfully develop a sales plan based on analysis of the market
- implement a sales strategy including putting appropriate sales training in place
- evaluate and make necessary adjustments to ensure the success of a sales plan.

Context of and specific resources for assessment

Assessment must ensure:

- competency is demonstrated in the context of the financial services work environment and conditions specified in the range statement either in a relevant workplace or a closely simulated work environment
- access to and the use of a range of common office equipment, technology, software and consumables
- access to financial services product information.

Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples, in combination, are appropriate for this unit:

- evaluating an integrated activity which combines the elements of competency for the unit or a cluster of related units of competency
- observing processes and procedures in workplaces or role plays
- verbal or written questioning on underpinning knowledge and skills
- setting and reviewing business simulations or scenarios
- accessing and validating third party reports.

Guidance information for assessment

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.

<i>Promotional packages</i> may include:	• client newsletters/bulletins • media advertising such as: • radio • television • newspapers • trade journals • direct marketing • websites • product and services brochures • promotional products or give-aways, third party services.
<i>Distribution channels</i> may include:	• brokers • common interest groups • agents • existing clients • associations • telemarketing.
<i>Legislation, regulations and codes of practice</i> may include	• anti-discrimination legislation • Australian Accounting Standards • Australian Prudential Regulation Authority (APRA) • business names legislation • Consumer Credit Code • Corporations Act (including Accounting Standards) • Electronic Funds Transfer (EFT) Code of Conduct • Finance Code • Financial Services Reform Act (FSRA) • Financial Transaction Reports Act • industry codes of practice • Privacy Act • taxation law.
<i>Performance criteria</i> may include:	• meeting targets • new clients • surveys of awareness of products and/or services

RANGE STATEMENT

	• volume of sales.
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Unit Sector(s)

Unit sector	Sales and marketing
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Competency field

Competency field	
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Co-requisite units

Co-requisite units		