



Australian Government

RIICCR501D Conduct sales in construction materials operations

Release: 2

RIICCR501D Conduct sales in construction materials operations

Modification History

Release	Comment
1	This unit replaces RIICCR501A Conduct sales in construction materials operations
2	Required frequency and volume of evidence amended in Performance evidence. Substantial amendments made in Assessment Conditions field, including: references to Industry Sectors, assessor and subject matter expert experience requirements, how assessment should be conducted and what it should confirm.

Application

This unit describes a participant's skills and knowledge required to conduct sales in construction materials operations in Civil construction and Extractive.

This unit is appropriate for those working in supervisory or management roles.

No licensing or certification requirements apply to this unit at the time of publication.

Elements and Performance Criteria

1. Identify local market opportunities	1.1 Access, interpret and apply sales documentation and ensure the work activity is compliant 1.2 Confirm local market information regarding construction materials 1.3 Identify sales area boundaries in accordance with economic efficiency/effectiveness 1.4 Identify and describe competitor organisations and basic profiles 1.5 Apply company products and pricing systems within organisational requirements 1.6 Implement company sales strategy
2. Conduct and follow through sales	2.1 Identify and apply successful sales processes to sales situations 2.2 Plan, undertake and record customer prospects 2.3 Plan, prepare and undertake the sales approach 2.4 Apply effective sales communication techniques in face to

	face, telephone and written situations 2.5 Prepare quotations/tenders 2.6 Plan, prepare and conduct sales presentations/demonstrations 2.7 Handle objections effectively throughout the sales process 2.8 Apply a variety of closure techniques to secure sales 2.9 Follow up sales according to procedures and customer feedback mechanisms 2.10 Review personal sales performance, and formulate a plan for personal development
3. Establish customer database and sales systems	3.1 Establish processes and systems to monitor and review customer base and local market 3.2 Identify current and potential customers 3.3 Develop and record customer profiles in a customer database 3.4 Establish and/maintain liaison procedures between customers and company personnel 3.5 Manage order taking system and employees involved in the ordering process 3.6 Implement continuous improvement techniques and processes
4. Develop and maintain sales operations	4.1 Agree and identify sales roles and responsibilities 4.2 Manage the activities of sales personnel 4.3 Develop and agree on weekly/monthly sales call plan 4.4 Prioritise and agree on sales activities 4.5 Identify, record and activate liaison procedures between customers and company personnel 4.6 Analyse results of sales to institute techniques for improvement of sales skills and organisational procedures 4.7 Observe and apply sales protocols 4.8 Document and communicate sales results within the organisation's reporting and continuous improvement process 4.9 Confirm and update records of customer profile/needs 4.10 Monitor sales stages according to agreed project milestones and negotiate adjustments as deemed necessary by both customer and supplier
5. Prepare sales reports	5.1 Maintain sales records and prepare written reports 5.2 Identify sales/performance variances and take corrective action to adjust performance

	5.3 Use local market information to update and develop sales strategies
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Foundation Skills

Foundation skills essential to performance are explicit in the performance criteria of this unit. Further information is available in the Resources and Infrastructure Industry Training Package Companion Volume.

Unit Mapping Information

RIICCR501A Conduct sales in construction materials operations

Links

Companion Volume implementation guides are found in VETNet - <https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=88a61002-9a21-4386-aaf8-69c76e675272>

Assessment Requirements for RIICCR501D Conduct sales in construction materials operations

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Performance Evidence

Evidence is required to be collected that demonstrates a candidate's competency in this unit. Evidence must be relevant to the roles within this sector's work operations and satisfy all of the requirements of the performance criteria of this unit and include evidence that the candidate:

- locates and applies relevant legislation, documentation, policies and procedures
- demonstrates completion of conducting sales in construction materials operations that safely, effectively and efficiently meets all of the required outcomes on more than one (1) occasion including:
 - accessing, interpreting and applying company sales systems and processes
 - conducting market information collection
 - identifying market opportunities and viable options and make appropriate selection of methods of conducting sales
 - planning for sales and allocates tasks to carry out sales activities
 - conducting cold calls
 - initiating and closing sales negotiations
 - applying company pricing structure when preparing quotes and tenders
 - costs products and communicates costs to others
 - reviewing sales operations, considers options for improvement, makes decision and implements continuous improvement activities
 - providing feedback to others on sales operations
 - maintaining written records for customer information, feedback, sales results, performance variances
 - preparing customer correspondence and sales reports

Knowledge Evidence

The candidate must demonstrate knowledge of conducting sales in construction materials operations through:

- site products and services
- competitor market information
- site pricing structure – transport, products, profit margins
- company systems – costing, invoicing credit, delivery
- sales techniques and strategies
- company delivery capabilities – loading equipment and transport capability
- customers profiles and processes
- contract law relevant to sales operations

Assessment Conditions

- An assessor of this unit must satisfy the requirements of the NVR/AQTF or their successors; and Industry regulations for certification and licensing; and,
- this unit must be assessed in the context of this sector's work environment; and,
- this unit must be assessed in compliance with relevant legislation/regulation and using policies, procedures, processes and operational manuals directly related to the industry sector for which it is being assessed; and,
- assessment may be conducted in conjunction with the assessment of other Units of Competency; and,
- assessment must confirm consistent performance can be applied in a range of relevant workplace circumstances; and,
- assessors must demonstrate the performance evidence, and knowledge evidence as outlined in this Unit of Competency, and through the minimum years of current* work experience specified below in an Industry sector relevant to the outcomes of the unit; or,
- where the assessor does not meet experience requirements a co-assessment or partnership arrangement must exist between the qualified assessor and an Industry subject matter expert. The Industry subject matter expert should hold the unit being assessed (or an equivalent unit) and/or demonstrate equivalence of skills and knowledge at the unit level. An Industry technical expert must also demonstrate skills and knowledge from the minimum years of current work experience specified below in the Industry sector, including time spent in roles related to the unit being assessed; and,
- assessor and Industry subject matter expert requirements differ depending on the Australian Qualifications Framework Level (AQF) of the qualification being assessed and/or Industry Sector as follows:

Industry sector	AQF** Level	Required assessor or Industry subject matter expert experience
Drilling, Metalliferous Mining, Coal Mining, Extractive (Quarrying) and Civil Construction	1	1 Year
	2	2 Years

Drilling, Coal Mining and Extractive (Quarrying)	3-6	3 Years
Metalliferous Mining and Civil Construction	3-6	5 Years
Other sectors	Where this Unit is being assessed outside of the Resources and Infrastructure Sectors assessor and/or Industry subject matter expert experience should be in-line with industry standards for the sector in which it is being assessed and where no Industry standard is specified should comply with any relevant regulation.	

*Assessors can demonstrate current work experience through employment within Industry in a role relevant to the outcomes of the Unit; or, for external assessors this can be demonstrated through exposure to Industry by conducting frequent site assessments across various locations.

**Where a unit is being delivered outside of a Qualification the first numeric character in the Unit code should be considered to indicate the AQF level

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