



Australian Government

Department of Education, Employment and Workplace Relations

RIICCR501A Conduct sales in construction materials operations

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit covers the conduct of sales in construction materials operations in the resources and infrastructure industries. It includes identifying local market opportunities, conducting and following through sales, establishing potential customer database and site sales systems, developing and maintaining site sales operations, and preparing sales reports. Licensing, legislative, regulatory and certification requirements that apply to this unit can vary between states, territories, and industry sectors. Relevant information must be sourced prior to application of the unit.

Application of the Unit

This unit is appropriate for those working in a management or supervisory role at worksites within:

- Civil construction
- Coal mining
- Drilling
- Extractive industries
- Metalliferous mining

Licensing/Regulatory Information

Refer to Unit Descriptor.

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

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. Identify local market opportunities	1.1. Access, interpret and apply compliance documentation relevant to the work activity 1.2. Confirm local market information as regards 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 records 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 sale presentations/demonstration 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 organisation follow up procedures and customer feedback mechanisms 2.10. Undertake a personal analysis in relation to achievement of success as a salesperson, and formulate a plan for personal development
3. Establish potential customer database and site sales systems	3.1. Establish site 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/or 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 site sales operations	4.1. Agree and identify sales roles and responsibilities 4.2. Manage the activities of sales personnel where applicable 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 result 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 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

Required Skills and Knowledge

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

Required skills

Specific skills are required to achieve the Performance Criteria of this unit, particularly for its application in the various circumstances in which this unit may be used. This includes the ability to carry out the following as required to conduct sales in construction materials operations:

- apply legislative, organisation and site requirements and procedures for conducting sales in construction materials operations
- access, interpret and apply company sales systems and processes
- conduct cold calls
- initiate and close sales negotiations
- apply company pricing structure
- plan sales
- cost products
- conduct market information collection
- make decisions
- maintain records
- effective communication to coordinate teams, negotiate, resolve conflict, run meetings
- writing skills to prepare correspondence and reports

Required knowledge

Specific knowledge is required to achieve the Performance Criteria of this unit, particularly for its application in the various circumstances in which this unit may be used. This includes knowledge of the following as required to conduct sales in construction materials operations:

- 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

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	The evidence required to demonstrate competency in this unit must be relevant to worksite operations and satisfy all of the requirements of the performance criteria, required skills and knowledge and the range statement of this unit and include evidence of the following: • knowledge of the requirements, procedures and instructions for conducting sales in construction materials operations • implementation of procedures and techniques for the safe, effective and efficient conduct of sales in construction materials operations • the identification of the relevant information and scope of the work required to meet the required outcomes • the identification of viable options and the selection of methods of conducting sales in construction materials operations that best meet the required outcomes • working with others to undertake and complete the conduct of sales in construction materials operations • consistent successful conduct of sales in construction materials operations
Context of and specific resources for assessment	• This unit must be assessed in the context of the work environment. Where personal safety or environmental damage are limiting factors, assessment may occur in a simulated environment provided it is realistic and sufficiently rigorous to cover all aspects of workplace performance, including task skills, task management skills, contingency management skills and job role environment skills. • Assessment of this competency requires typical resources normally used in a resources and infrastructure sector environment. Selection and use of resources for particular worksites

	may differ due to the site circumstances. • The assessment environment should not disadvantage the participant. For example, language, literacy and numeracy demands of assessment should not be greater than those required on the job. • Customisation of assessment and delivery environment should sensitively accommodate cultural diversity. • Aboriginal people and other people from a non English speaking background may have second language issues. • Where applicable, physical resources should include equipment modified for people with disabilities. Access must be provided to appropriate learning and/or assessment support when required.
Method of assessment	This unit may be assessed in a holistic way with other units of competency. The assessment strategy for this unit must verify required knowledge and skill and practical application using more than one of the following assessment methods: • written and/or oral assessment of the candidate's required knowledge in undertaking the conduct of sales in construction materials operations • observed, documented and/or first hand testimonial evidence of the candidate's: • implementation of appropriate requirements, procedures and techniques for the safe, effective and efficient achievement of required outcomes • identification of the relevant information and scope of the work required to meet the required outcomes • identification of viable options and the selection of methods of conducting sales in construction materials operations that best meet the required outcomes • consistent achievement of required outcomes • first hand testimonial evidence of the candidate's: • working with others to undertake and complete the conduct of sales in

	construction materials operations • provision of clear and timely required support and advice on the conduct of sales in construction materials operations
Guidance information for assessment	Consult the SkillsDMC User Guide for further information on assessment including access and equity issues.

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.

Compliance documentation may include:	• legislative, organisational and site requirements and procedures • manufacturer's guidelines and specifications • Australian standards • Employment and workplace relations legislation • Equal Employment Opportunity and Disability Discrimination legislation
Construction materials may include:	• quarry products • other extractive industries operations products • pre-mixed concrete • road and pavement surfacing products and services
Market information may include:	• local/state/federal government conditions • market trends - volumetric, changing product profile, substitutes, pricing • competitors: • products • people • locations(s) • capabilities • profile • delivery - distance and time/means • company and/or site production capacity • customers' perceptions/objections • customers' purchasing profile • roles and responsibilities of customer's personnel • environmental implications • occupational health and safety implications • specifications and standards
Sales area boundaries may be set by:	• geographic boundaries • transportation systems • operating limits

	• coordination with other operations within the organisation
Personal development may include:	• product knowledge • sales skills • personal presentation • interpersonal communication skills • personal style and/or image • attitudinal • company policy/quality system • preparing customer profiles • company production capability versus customers requirements • distribution networks • company pricing structures • negotiation skills • conflict resolution • customer relations • roles and responsibilities of sales and production personnel • sales techniques • company recording/reporting systems
Customer profiles may include:	• credit rating • historic sales • product pricing • payment system and invoicing arrangements • product types, quality and quantity • delivery/transport methods and arrangements • purchasing trend

Unit Sector(s)

Customer and Community Relations

Competency field

Refer to Unit Sector(s).

Co-requisite units

Not applicable.