



Australian Government

SIRWSLS002 Analyse and achieve sales targets

Release: 1

SIRWSLS002 Analyse and achieve sales targets

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to set, analyse and achieve personal sales targets to guide performance and monitor the progress of sales against business objectives.

It applies to frontline sales personnel who are responsible for identifying factors affecting sales performance; reviewing and analysing personal sales outcomes against agreed sales targets; and implementing strategies to attain sales targets.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil

Competency Field

Sales

Unit Sector

Wholesale

Elements and Performance Criteria

ELEMENTS	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Analyse sales targets.	1.1.Confirm team sales targets with relevant personnel. 1.2.Analyse personal sales targets in relation to agreed parameters. 1.3.Regularly monitor progress towards sales targets. 1.4.Analyse customers and performance and determine common factors supporting or deterring sales.
2. Determine factors affecting attainment of sales targets.	2.1.Evaluate factors affecting sales performance against the agreed sales targets. 2.2.Identify and anticipate changing business circumstances and other factors that may influence capacity to meet or exceed

- sales targets and determine a course of action to address the challenge.
- 2.3. Amend or create new sales targets based on evaluation according to agreed organisational processes.
3. Attain sales targets.
- 3.1. Plan and initiate actions to address sales under-performance with specific customers, and report progress to relevant personnel.
- 3.2. Identify customers with strong sales performance and initiate actions to extend sales opportunities and sustain customer loyalty.
- 3.3. Report sales progress to relevant personnel.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

SKILLS

DESCRIPTION

Numeracy skills to:

- read and understand numerical sales data.

Technology skills to:

- use business technology to obtain sales data.

Unit Mapping Information

No equivalent unit.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d>

Assessment Requirements for SIRWSLS002 Analyse and achieve sales targets

Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- analyse at least one set of organisational and personal sales targets
- monitor and review sales targets over specified workplace sales period
- develop strategies to address under performance with two different customers or two different products
- complete one sales report according to organisational requirements.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- organisational policies and procedures for:
 - sales planning and evaluation
 - approval processes
 - internal and external communication
 - sales processes
- aspects of legislation that impact sales work:
 - Australian Consumer Law
 - commercial law
 - work health and safety (WHS)
- business plans and targets that affect personal sales targets
- types of parameters for personal sales targets
- sales territory characteristics and features
- different types of business customers and their needs
- internal and external factors affecting attainment of business and personal sales targets
- strategies to address sales under-performance
- features of products and services being sold.

Assessment Conditions

Skills must be demonstrated in a wholesale environment. This can be:

- an industry workplace

- a simulated industry environment.

Assessment must ensure access to:

- organisational policies and procedures for sales activities
- a business sales system
- organisational business plans and objectives.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors.

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