



**Australian Government**

# **Assessment Requirements for SIRWSLS003 Build sales of branded products**

**Release: 1**

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## 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:

- develop, implement and report on at least one plan to build product sales in a geographic territory or for a specific group of business customers
- engage in each of the following:
  - cooperative activities with other businesses
  - 'one off' promotional activities.

## 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, implementation and approval
- key aspects of legislation that impact sales work:
  - Australian Consumer Law
  - commercial law
  - Work Health and Safety (WHS)
- characteristics, features and benefits of products being sold
- key components of sales planning cycles and inclusions for sales plans
- methods for collection and analysis of:
  - current market position
  - success of sales strategies
  - positioning of major competitors
  - anticipated customer demands
  - progress towards sales targets
  - customer/territory demographics, features and services characteristics
- factors that may affect sales activities
- types of promotional activities and how they may be used:
  - advertising
  - events
  - promotional materials
  - sales discounts

- seasonal campaigns
- merchandising and display
- strategies that foster cooperative planning
- types of cooperative activities:
  - co-branding
  - collaborative planning
  - improved trading terms
  - joint promotions
  - pricing
  - special events support.

## 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
- sources of market information relevant to the product and customers.

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

## Links

Companion Volume implementation guides are found in VETNet -

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