



Australian Government

SIRWSLS003 Build sales of branded products

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to plan, implement and report on sales and promotional activities in a territory.

It applies to individuals working in sales roles who take responsibility for building sales in a territory within established organisation policies and procedures.

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

Elements describe the essential outcomes.

1. Develop plan to maximise sales.

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

- 1.1.Determine characteristics and market position of product or service sales in a territory.
- 1.2.Report major competitor activity in a sales territory, product or service area to relevant personnel.
- 1.3.Develop sales objectives and plan for a specific territory based on information gathered and business targets.
- 1.4.Identify and include opportunities to value add to existing businesses.
- 1.5.Identify, integrate and report special events or opportunities for one-off sales and promotional programs.
- 1.6.Seek approval for plan from relevant personnel.

2. Implement sales plan.
 - 2.1. Confirm availability of products or services to support activities.
 - 2.2. Organise and conduct activities according to agreed plan.
 - 2.3. Use strategies to optimise activities.
 - 2.4. Work cooperatively with business customers to maximise product or service sales according to business agreements.
3. Report on product sales within a territory.
 - 3.1. Complete timely and accurate sales reports.
 - 3.2. Report key activities by product, brand or service type for specific customers or other variables according to organisational procedures.
 - 3.3. Identify success of specific sales strategies.
 - 3.4. Submit recommendations for improving sales 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
Reading skills to:	source and interpret market information.
Technology skills to:	use business technology to prepare sales reports.

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 SIRWSLS003 Build sales of branded products

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.

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