



Australian Government

SIRWSLS004 Optimise customer and territory coverage

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to efficiently plan for and service business customers within a defined territory, and seek opportunities to improve territory coverage and service efficiency.

It applies to individuals working in frontline sales roles who work according to defined sales and service standards and objectives.

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. Establish coverage plan.

2. Report on customer interactions.

PERFORMANCE CRITERIA

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

1.1. Identify and source information required for development of coverage plan

1.2. Create and document coverage plan that meets business performance objectives and service standards.

1.3. Integrate strategies that ensure individual customer coverage in a timely and effective manner.

1.4. Implement procedures for field team to collect and report customer information and feedback.

2.1. Organise and make customer contact according to territory coverage plan.

- 2.2. Analyse and action customer feedback from a territory, or provide to relevant personnel for action.
 - 2.3. Prepare required documentation following each customer interaction.
 - 2.4. Collate documentation from interactions and store in a secure location.
 - 2.5. Prepare and submit documentation according to agreed timeframe, format and level of detail.
3. Improve coverage.
 - 3.1. Determine needs and expectations of business customers from feedback, sales data and ongoing customer contact.
 - 3.2. Assess current satisfaction levels with service and product.
 - 3.3. Initiate actions to improve business customer satisfaction levels.
 - 3.4. Identify and take opportunities to optimise coverage and promotional activity based on information gathered.

Foundation Skills

Foundation skills essential to performance are explicit in the performance criteria of this unit of competency.

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>