



Australian Government

SIRXSL003 Achieve sales results

Release: 1

SIRXSL003 Achieve sales results

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to drive the sales of products and services, and create a sales environment, to meet sales targets.

It applies to individuals working in frontline management roles in a diverse range of industry sectors and business contexts. They operate independently with some responsibility for others and decision making, and within established organisational 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

Cross-Sector

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. Identify sales targets.	1.1.Access and review sales targets. 1.2.Ensure sales targets are achievable and allow customer service standards to be maintained. 1.3.Review internal and external factors that may affect sales achievement and take measures to reduce impact. 1.4.Review past sales performance to inform achievement of sales targets. 1.5.Determine sales strategies for achieving sales targets.
2. Create a sales	2.1.Set and communicate team and individual sales targets.

- environment.
- 2.2.Ensure availability of adequate resources to achieve sales targets.
 - 2.3.Support team to achieve sales targets and provide feedback on performance.
 - 2.4.Resolve or limit operational issues that hinder sales target achievement.
3. Review sales targets.
- 3.1.Monitor achievement of sales targets, and provide feedback to team for ongoing improvement.
 - 3.2.Take corrective action when sales targets are not met.
 - 3.3.Report on sales target achievement in line with organisational reporting procedures.

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>

Assessment Requirements for SIRXSL003 Achieve sales results

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:

- monitor sales performance against sales targets over a designated organisational sales period by:
 - reviewing sales targets and determining strategies for achievement
 - communicating sales targets to team members
 - responding to the following situations:
 - sales targets consistently not achieved
 - sales targets achieved
 - internal factors impacting on sales
 - external factors impacting on sales.

Knowledge Evidence

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

- organisational policies and procedures for:
 - customer service
 - sales process
- internal factors impacting on sales:
 - lack of resources
 - stock issues
 - team lacking sales skills
- external factors impacting on sales:
 - competitor activity
 - operating environmental impacts
- strategies for:
 - interpreting sales targets
 - achieving sales targets
 - corrective action for response to poor performance
- sales processes and how they are used to achieve sales targets
- required action to improve sales when the following problems occur:
 - operational issues

- lack of resources
- stock issues
- competitor activity.

Assessment Conditions

Skills must be demonstrated in a services industry environment. This can be:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- relevant documentation:
 - organisational policies and procedures for sales process and customer service standards
 - sales targets
 - records of previous sales
- team members; these can be:
 - individuals in an industry workplace, or
 - individuals who participate in role plays or simulated activities, set up for the purpose of assessment, in a simulated industry environment.

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

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