



Australian Government

Assessment Requirements for SIRXSL004

Drive sales results

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 and implement a plan to retail drive sales that includes:
 - comprehensive overview of current operations:
 - sales process and selling environment
 - average spend and conversion rates
 - stock levels in relation to customer demand
 - customer feedback
 - trends in consumer behaviour
 - competitor activity
 - economic activity
 - organisational sales targets
 - traffic generators for new customers
 - tactics to retain existing customers
 - tactics to increase average spend and conversion rates
- monitor and review sales results against a sales plan for one sales period and identify areas for improved sales performance.

Knowledge Evidence

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

- key elements and features of a sales plan
- internal factors impacting on sales
- external factors impacting sales in the retail environment:
 - trends in consumer behaviour
 - competitor activity
 - economic activity
- role of customer feedback in growing sales
- customer traffic generators
- techniques for growing sales within the retail environment for:
 - new customers
 - existing customers

- increasing average spend and conversion rates
- marketing activities and their role in sales:
 - promotions
 - social media campaigns
 - advertising campaigns.

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 business technology with internet capability
- organisational documentation:
 - sales strategy
 - sales performance records
 - sales targets
- sources of customer feedback.

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>