



Australian Government

SIRXSLS004 Drive sales results

Release: 1

SIRXSL004 Drive sales results

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to develop and implement a plan to drive sales results in a retail marketplace.

This unit applies to senior personnel working in a diverse range of industry sectors and business contexts. They operate independently and are responsible for making a range of operational business decisions and the achievement of sales results.

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. Review current operations.	1.1.Analyse external retail market place to determine factors impacting sales. 1.2.Obtain and review organisational sales strategy. 1.3.Review current sales targets and performance and contributing factors that impact sales. 1.4.Obtain feedback from existing customers on current product and service offerings. 1.5.Analyse information to inform plans to drive sales.
2. Develop a plan to drive	2.1.Identify potential customer traffic generators to attract new

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| sales. | customers. |
| | 2.2.Determine how to retain and develop repeat business from existing customers. |
| | 2.3.Consult relevant stakeholders for input into sales plan. |
| | 2.4.Develop a plan to grow sales from new and existing customers. |
| 3. Implement and monitor sales plan. | 3.1.Communicate plan to relevant personnel delegating key responsibilities. |
| | 3.2.Schedule activities and resources to drive sales. |
| | 3.3.Undertake planned sales activities and support sales teams in creating a selling environment. |
| | 3.4.Monitor plan against targets and adjust as required. |

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:	gather, interpret and analyse textual information from sources to identify information relevant to retail sales management.
Writing skills to:	prepare effective written communications to multiple stakeholders in line with organisational procedures.
Oral communication skills to:	consult multiple stakeholders using questioning and listening to elicit opinions, and to confirm and clarify comprehension.
Numeracy skills to:	assess sales results and use numerical data to inform plans.
Technology skills to:	use digital technologies and systems to access information, document plans and communicate with others.

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 SIRXSL004 Drive 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:

- 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

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