



Australian Government

SIRXSL004 Drive sales results

Release: 1

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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>