



Australian Government

Department of Education, Employment and Workplace Relations

SIRWSLS005A Analyse and achieve sales targets

Revision Number: 1

SIRWSLS005A Analyse and achieve sales targets

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to set, analyse and achieve personal sales targets to guide performance and monitor the progress of sales against business objectives.
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Application of the Unit

Application of the unit	This unit requires frontline sales personnel to identify factors affecting sales performance, review and analyse personal sales outcomes against agreed sales targets and implement strategies to attain sales targets according to business policy and procedures.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units	Nil
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Employability Skills Information

Employability skills

The required outcomes described in this unit contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit is packaged will assist in identifying employability skills requirements.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT

PERFORMANCE CRITERIA

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|--|--|
| 1 Analyse sales targets. | 1.1 Confirm team <i>sales targets</i> according to <i>business policy and procedures</i> . |
| | 1.2 Analyse personal sales targets against <i>agreed parameters</i> . |
| 2 Determine factors affecting attainment of sales targets. | 2.1 Regularly monitor progress towards sales targets. |
| | 2.2 Evaluate <i>factors affecting sales performance</i> against the agreed sales targets. |
| | 2.3 Anticipate and address factors likely to impinge upon attainment of sales targets. |
| | 2.4 Approve amended or new sales targets according to business policy and procedures. |
| 3 Attain sales targets. | 3.1 Attain or exceed sales targets under normal circumstances. |

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the essential skills and knowledge and their level, required for this unit.

The following skills must be assessed as part of this unit:

- collecting, analysing and organising information to:
 - confirm and implement sales targets
 - establish personal sales targets against agreed parameters
 - monitor progress towards sales targets
 - determine factors affecting sales performance
- personal task and priority planning
- time management
- verbal and non-verbal interpersonal communication skills
- literacy and numeracy skills to:
 - review personal sales outcomes
 - read and interpret information
 - document procedures for improving sales.

The following knowledge must be assessed as part of this unit:

- parameters determining successful attainment of personal sales targets
- factors affecting sales
- territory characteristics and features
- types of business customers
- range of products and services
- customer needs
- relevant business policy and procedures
- business plans and targets affecting personal sales targets
- business policy and procedures
- OHS aspects of job
- relevant consumer law, commercial law and legislation.

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the

EVIDENCE GUIDE

performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- collects and organises information to review and analyse personal sales outcomes against agreed sales targets according to business policy and procedures
- identifies factors affecting sales performance and develops strategies to attain sales targets

Context of and specific resources for assessment

Assessment must ensure access to:

- a wholesale work environment
- relevant documentation, such as:
 - business policy and procedures
 - business plans and objectives
- access to a range of customers with different requirements

Methods of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- observation of performance in the workplace
- third-party reports from a supervisor
- customer feedback
- written or verbal questioning to assess knowledge and understanding

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

EVIDENCE GUIDE

Assessing employability skills

Employability skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts.

Employability skills embedded in this unit should be assessed holistically in the context of the job role and with other relevant units that make up the skill set or qualification.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. ***Bold italicised*** wording in the performance criteria is detailed below.

Sales targets may vary according to:

- product or service
- merchandising and sales strategy
- sales strategy
- promotional strategies and their duration, cycle, territory coverage and product or service focus.

A team may include:

- small work teams
- business team
- full-time, part-time, casual or contract staff
- people with varying degrees of language and literacy
- people from a range of cultural, social and ethnic backgrounds
- people with a range of responsibilities and job descriptions.

RANGE STATEMENT

Business policy and procedures
in relation to:

- sale of products and services
- sales planning and evaluation
- approval processes
- interaction with customers
- interaction with colleagues.

Agreed parameters may include:

- volume
- price
- territory
- customer accounts
- trading terms
- market share
- customer satisfaction.

Factors affecting sales performance may include:

- customer requirements
- market share
- competitor activities
- quality of products or services
- presentation or merchandising of the product
- associated sales
- associated promotions
- promotional tie-ins or co-location
- merchandise availability
- logistics.

Unit Sector(s)

Sector

Wholesale

Competency field

Competency field

Sales

