



Australian Government

Department of Education, Employment and Workplace Relations

SIRWSLS301 Build sales relationships

Release: 1

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Modification History

The version details of this endorsed unit are in the table below. The latest information is at the top.

Release	Comments
First Release	This is a revised unit, based on and equivalent to SIRWSLS002A Build sales relationships.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to promote demand and stimulate long-term, productive relationships with a business customer or a number of businesses within a defined territory.

The unit covers the development of effective sales techniques through workplace consultation, evaluation, training and development, and the formation and maintenance of business-to-business relationships to ensure positive business outcomes.

Application of the Unit

This unit applies to frontline sales personnel.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Pre-Requisites

Nil

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

Element

Performance Criteria

Elements describe the essential outcomes of a unit of competency.

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

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|--|---|
| 1. Develop effective sales techniques. | 1.1.Determine importance of selling function in business-to-business processes.
1.2.Determine good work practices and sales techniques through <i>communication</i> with immediate <i>supervisors and team members</i> .
1.3.Actively seek <i>feedback</i> and guidance from immediate manager or team members to improve personal sales capabilities.
1.4.Confirm personal sales training and development needs with immediate manager.
1.5.Action personal sales <i>training and development</i> needs in an agreed timeframe.
1.6.Develop improved <i>sales techniques</i> relevant to the <i>business customer</i> and end consumer within a given <i>territory</i> . |
| 2. Work with others to improve sales. | 2.1.Openly discuss ideas on means to improve <i>sales, service and performance strategies</i> and share with team members, management and business customers.
2.2.Confirm procedures for accessing and using <i>resources</i> with team management.
2.3.Establish mechanisms to monitor the impact of improved sales and service strategies on personal performance targets. |
| 3. Sell advantages of business relationship. | 3.1.Identify <i>advantages and benefits</i> of long-term business relationships.
3.2.Develop and implement strategies to forge relationships with customers, build in-depth understanding of their needs, and develop trust and loyalty.
3.3.Promote advantages of exclusive working relationships to business customers.
3.4.Promote benefits to the end consumer of a business-to-business relationship.
3.5.Confirm features of different products and services and merchandise classifications with customers.
3.6.Explore opportunities to streamline business relationships and offer improved services to customers through efficient product delivery, effective provision of information, and timely problem |

resolution.

3.7. Confirm ***trading terms*** for different products and services with each customer.

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- communication and interpersonal skills to:
 - ask questions to identify and confirm requirements
 - build relationships with customers
 - communicate product range through clear and direct communication
 - consult with others
 - seek feedback and guidance
 - use and interpret non-verbal communication
 - use language and concepts appropriate to cultural differences
- initiative and enterprise skills to use a range of sales approaches and techniques
- literacy and numeracy skills to:
 - document procedures for improving sales
 - establish, confirm and review trading terms
 - read and interpret information
- planning and organising skills to plan a personal training program in collaboration with team and supervisor
- self-management skills to identify own learning needs
- teamwork skills to collaborate in the workplace
- technology skills to use a range of business technology, including data input

Required knowledge

- advantages of maintaining long-term customer relationships
- alternative sales approaches across a range of situations
- variety of strategies for closing sales
- business policy and procedures in regard to:
 - allocated duties and responsibilities
 - customer service
 - selling products and services
- business customer relationships and current service range
- factors influencing customer decisions
- lifetime value of a customer
- relevant legislation, statutory requirements and codes of practice relating to the retail industry, including:
 - work health and safety (WHS)
 - consumer law
 - commercial law and legislation
- product knowledge, including:

- availability
- characteristics
- comparative advantages
- features
- price
- special features, such as warranties and after sales support
- strengths and weaknesses

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

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

Evidence of the following is essential:

- maximises sales opportunities by using effective selling techniques, applying detailed product knowledge and using an appropriate sales approach to sell the benefits of products, overcome objections and close sales
- communicates performance summary information effectively to team members and senior colleagues according to business policy and procedures
- participates in personal and team sales performance evaluation to maximise future sales
- actively seeks feedback from peers and supervisors to identify personal skills gaps
- maintains communication with supervisors to access training and development needs in an agreed timeframe within the context of required work activities
- identifies, describes and constructs the foundations required for long-term customer relationships.

Context of and specific resources for assessment

Assessment must ensure access to:

- a business-to-business sales work environment
- relevant sources of product information
- relevant documentation, such as:
 - business policy and procedures manuals
 - industry codes of practice and relevant legislation
 - WHS legislation and codes of practice
- a range of business customers with different requirements
- an appropriate range of products or equipment.

Method 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
- customer feedback
- written or verbal questioning to assess knowledge and understanding
- review of portfolios of evidence and third-party workplace reports of on-the-job performance.

Guidance information for

Holistic assessment with other units relevant to the industry

assessment

sector, workplace and job role is recommended.

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, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the individual, accessibility of the item, and local industry and regional contexts) may also be included.

Communication may include:

- body language, including facial expressions
- electronic media, such as email
- reading, writing, speaking and listening
- telephone
- assistive technology, such as telephone typewriter (TTY)
- forms of visual communication, such as sign language
- languages other than English, including local community languages and Indigenous languages
- using open and inclusive language.

Supervisors and team members may:

- be responsible for a range of workplace functions
- come from a variety of social, cultural and ethnic backgrounds
- vary in competencies
- vary in literacy and numeracy skills.

Feedback may be sought and given:

- in groups
- in writing
- individually
- verbally.

Training and development may include:

- coaching and mentoring
- conferences
- formal training or education
- informal learning
- information seminars
- job rotation
- online learning.

Sales techniques may include:

- closing a sale
- cut-ins
- gaining a customer
- negotiation skills
- over-the-phone empathy creation
- range-ins
- securing payment
- tie-ins
- trade-ins

- Business customer*** may include:
- trade-ups.
 - commercial companies
 - community and not-for-profit organisations
 - customers with routine or special requests
 - governments
 - internal business units and divisions
 - new or repeat contacts
 - people from a range of social, cultural and ethnic backgrounds
 - people with varying physical and mental abilities
 - public agencies or organisations.
- Territory*** may be defined by:
- account customers
 - demographic parameters
 - size, type and location of stores
 - territory size, location and geographic spread.
- Sales, service and performance strategies*** may vary according to:
- product or service
 - promotional strategies in regard to:
 - duration
 - cycle
 - area or territory coverage
 - product
 - service focus sales
 - objectives
 - targets, such as:
 - price
 - profit
 - brand share
 - market share
 - sales outcomes.
- Resources*** may include:
- relevant information
 - training materials
 - workplace equipment and technology.
- Advantages and benefits*** may include:
- associated promotions
 - associated sales
 - market share
 - presentation or merchandising of the product
 - price
 - promotional tie-ins or co-location
 - quality
 - volume of sales.

Matters affecting
trading terms may
include:

- continuous improvement
- cost and price analysis
- due diligence requirements
- infrastructural and capital outlay requirements
- intellectual property and technology rights
- market position
- organisational systems integration and compatibility
- planning cycles and the time of the year
- risk sharing
- supply chain management
- terms and conditions agreed
- value for money
- value management.

Unit Sector(s)

Wholesale

Competency Field

Sales