



Australian Government

Department of Education, Employment and Workplace Relations

SIRXPRO004A Maximise product sales and market share

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to analyse and improve market share and sales performance for retail or wholesale products and services.
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Application of the Unit

Application of the unit	This unit involves identifying, evaluating and utilising position, promotion and pricing strategies to achieve agreed business outcomes, and recognising and communicating ways to improve market performance for a retail or wholesale product or service.
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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 retail or wholesale product and service performance. | 1.1 Analyse and review <i>factors affecting category performance.</i> |
| | 1.2 Analyse factors affecting range performance. |
| | 1.3 Analyse factors affecting product performance. |
| 2 Assess retail or wholesale market position strategies. | 2.1 Determine placement of product and service in the marketplace. |
| | 2.2 Review appropriateness of <i>sales and marketing strategies</i> given placement of product or service in marketplace. |
| 3 Assess product and service promotion strategies. | 3.1 Review <i>promotional strategies</i> for product and service. |
| | 3.2 <i>Report</i> recommendations to improve promotional programs to <i>relevant personnel.</i> |

ELEMENT	PERFORMANCE CRITERIA
4 Develop competitive pricing structures.	4.1 Translate strategic guidelines for product or service price and performance into management benchmarks. 4.2 Ensure strategic targets for a product or service support enterprise marketing guidelines.
5 Implement retail or wholesale product and service plans.	5.1 Define <i>market and individual customer needs</i> . 5.2 Promote, distribute and sell retail or wholesale products and services to achieve <i>market and business targets</i> . 5.3 Achieve price, position and placement strategies for a retail or wholesale product or service.

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:

- interpersonal communication skills to:
 - report recommendations through clear and direct communication
 - ask questions to identify and confirm requirements
 - use language and concepts appropriate to cultural differences
 - use and interpret non-verbal communication
- literacy and numeracy skills in regard to:
 - reading and understanding a range of workplace documentation
 - accessing and interpreting marketing and promotional information
 - generating reports
- time management
- strategising, planning and prioritising
- collecting and organising information
- analysing and evaluating information.

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

- factors affecting product and service performance
- principles and techniques in analysis, assessment, development and implementation of ideas
- processes for defining market and customer needs
- OHS aspects of job
- relevant commercial law and legislation.

Evidence Guide

EVIDENCE GUIDE

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

EVIDENCE GUIDE

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

Evidence of the following is essential:

- determines market position of a product or service, and describes factors affecting market position
- accesses and interprets enterprise strategic guidelines to develop competitive pricing strategies
- describes factors affecting sales and market performance for a product or service to build market share over time
- evaluates product or service performance across a range of category factors over time and reports recommendations to improve performance in agreed format.

Context of and specific resources for assessment

Assessment must ensure access to:

- a sales-oriented work environment
- relevant sources of product information
- relevant documentation, such as:
 - policy and procedures manuals
 - sales reports
 - marketing guidelines
- a range of products and services
- a market.

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

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.

Factors affecting category performance may include:

- promotional activities
- competitors' activities
- partnerships
- price
- market share
- growth
- trends
- brand performance.

Sales and marketing strategies may vary according to:

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

RANGE STATEMENT

Promotional strategies may include consideration of:

- timing of promotion
- promotion type (event, seasonal, new lines, new outlet)
- supply volume requirements
- planning times and cycles.

Reports may be delivered:

- verbally
- in writing
- in groups
- individually.

Relevant personnel may include:

- manager or supervisor
- colleagues
- business or area manager
- marketing personnel
- external personnel with marketing expertise.

Market and individual customer needs may vary according to:

- demographics
- economics
- competition
- social and cultural factors
- political influences
- legal factors
- natural factors
- technology.

Market and business targets may be measured against:

- key performance indicators
- strategic objectives
- market and sales indicators
- brand value
- quality standards and criteria
- performance benchmarks
- milestones.

Unit Sector(s)

Sector

Cross-Sector

Competency field

Competency field

Product Management