



Australian Government

Department of Education, Employment and Workplace Relations

SIRXPRO401 Maximise sales of branded products and services

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 SIRXPRO001A Maximise sales of branded products.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to ensure a business maximises service and sales of branded products using traditional or electronic sales and distribution mechanisms.

It covers setting sales objectives, developing promotional strategies, monitoring sales and ensuring outcomes are achieved.

Application of the Unit

This unit applies to store managers and senior staff with a responsibility to develop strategies and objectives to ensure sales of branded products meet business targets.

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.
1. Set and communicate sales objectives to meet targets.	1.1.Determine targeted <i>business outcomes</i> for <i>branded</i> products and services. 1.2.Determine factors causing variations in sales figures for branded products. 1.3.Determine specific branded product needs with <i>customer representatives</i>. 1.4.Adjust sales plan for specific branded products to meet <i>customer or market needs</i>. 1.5.Set <i>sales objectives</i> to achieve business outcomes. 1.6.Communicate sales objectives for branded products or services to sales and service <i>staff</i>.
2. Promote brands and monitor sales.	2.1.Develop <i>commercial promotion strategies</i> for branded products consistent with budget, market share, performance against previous periods, sales strategies and marketing plans. 2.2.Establish frameworks to review and monitor sales objectives for branded products. 2.3.Check sales <i>reports</i> for branded products, according to <i>business policy and procedures</i>.
3. Ensure sales of branded product deliver business outcomes.	3.1.Analyse factors limiting the success of sales strategies for branded products. 3.2.Achieve sales objectives and targets in business and marketing plans. 3.3.Achieve business outcomes for products or services.

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
 - communicate sales to staff through clear and direct communication
 - determine specific branded product needs
 - use and interpret non-verbal communication
 - use language and concepts appropriate to cultural differences
- literacy and numeracy skills to:
 - access and interpret client and sales information
 - calculate sales figures
 - estimate and project sales figures to set sales objectives
 - generate reports
 - read business policies and procedures
- planning and organisation skills to plan and prioritise product promotion

Required knowledge

- brand value and brand penetration in marketplace
- comparative features and advantages of a brand
- factors limiting the success of sales strategies
- market share and current performance
- work health and safety (WHS) aspects to job
- range of products and services
- relevant commercial law and legislation relating to the sale of branded products
- relationship between sales of branded product and business outcomes

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:

- develops sales objectives to achieve set business outcomes, according to business policy
- develops and monitors sales strategies for branded products in line with business policy and procedures
- communicates sales objectives and strategies to colleagues
- monitors and evaluates team sales performance and market requirements to maximise future sales
- compiles and reports summary information on sales performance to relevant personnel when appropriate.

Context of and specific resources for assessment

Assessment must ensure access to:

- a retail work environment
- relevant sources of product information
- relevant documentation, such as:
 - policy and procedures manuals
 - sales reports
- a range of customers with different requirements
- a sales team.

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 assessment

Holistic assessment with other units relevant to the industry 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.

Business outcomes may include:

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

Brand may include:

- company brands
- intellectual property
- product brands
- registered trademarks
- supplier brands.

Customer representatives may include:

- customers with routine or special requests
- internal and external contacts
- new or repeat contacts
- people from a range of social, cultural and ethnic backgrounds
- people with varying physical and mental abilities.

Customer or market needs may vary according to:

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

Sales objectives may vary according to:

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

Staff may include:

- full-time, part-time casual or contract staff
- people from a range of cultural, social and ethnic

backgrounds

- people with a range of responsibilities and job descriptions
- people with varying degrees of language and literacy.

Commercial promotion strategies may include:

- approvals process
- consultation with key stakeholders
- contractual arrangements
- expenditure budget
- performance indicators
- procurement process.

Reports may include:

- annual
- electronic
- internal or external
- public notification
- statistical
- verbal.

Business policy and procedures may relate to:

- approval processes
- interaction with customers
- negotiating contracts and trading terms
- promotional and marketing programs
- sale and supply of products and services.

Unit Sector(s)

Cross-Sector

Competency Field

Product Management