



Australian Government

Department of Education, Employment and Workplace Relations

SIRXSL410 Lead a sales representatives team

Release: 1

SIRXSL S410 Lead a sales representatives team

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 SIRXSL S006A Lead a sales team.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to lead a sales team to achieve the business objectives governing sales and service for a defined customer group or territory.

It covers leadership through the management of the team and its resources, while encouraging the modelling of sales and service values and behaviour.

Application of the Unit

This unit applies to senior 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.
1. Build a sales team.	1.1. Identify individual <i>team members'</i> specific needs and concerns. 1.2. Identify and address operational contingencies specific to individuals, contexts, times or territories. 1.3. Comply with management practices to achieve personal performance indicators. 1.4. Action and follow up <i>team needs and requests</i> , according to workplace requirements. 1.5. Build and maintain team <i>communication</i> through clarity of decisions and timely management response. 1.6. Identify and resolve breakdowns in communication and trust relationships according to workplace procedures.
2. Manage territory and sales team coverage.	2.1. Communicate service levels and sales performance targets for sales team representatives and ensure they are understood by individuals. 2.2. Secure <i>reports</i> from sales team members and ensure they conform to agreed detail, format and deadlines. 2.3. Analyse and action sales team members' reports according to workplace requirements.
3. Manage sales team resources.	3.1. Deploy budget and resources to the sales team according to operational requirements. 3.2. Motivate team members to achieve individual and collective <i>sales and performance targets</i> . 3.3. Determine <i>equipment and resource requirements</i> for sales team operations. 3.4. Establish procedures for sales team to request resources. 3.5. Manage sales team equipment to budget and operational requirements. 3.6. Process sales team requests for additional resources within required timeframe. 3.7. Monitor compliance of sales team resource expenditure with budget.
4. Conduct sales	4.1. Organise and resource sales team <i>meetings</i> as required.

- team meetings.
- 4.2.Facilitate sales team meeting to achieve agreed agenda and objectives.
 - 4.3.Record and report meetings according to established procedures.
 - 4.4.Ensure field and sales team meeting **outcomes** are satisfied.
5. Model sales and service values and behaviour.
- 5.1.Ensure personal sales, service and management activities reflect business sales and service policies and procedures.
 - 5.2.Ensure personal behaviour reflects the **values and culture** encouraged by the business.
 - 5.3.Ensure personal performance and interpersonal communications reinforce **business policy and procedures**.
 - 5.4.**Model business expectations and commitment** through personal performance to achieve team objectives.

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 with team, including communicating performance targets
 - give instructions
 - motivate team and conduct meetings through clear and direct communication
 - negotiate with team members and customers
 - share information
 - use and interpret non-verbal communication
 - use language and concepts appropriate to cultural differences
- leadership skills to:
 - conduct sales team meetings effectively
 - model sales and service values and behaviour
 - plan and organise task completion for self and team
 - promote efficient use of resources and promote sustainability
 - set and monitor team outcomes
 - train and mentor team members
- literacy and numeracy skills to:
 - document results
 - estimate volume
 - interpret and maintain data
 - monitor budget and resource expenditure
 - prepare reports
 - present information
 - research, analyse and interpret a broad range of written material
 - set territory sales targets that link to sales, marketing and strategic plans

Required knowledge

- business merchandise and service range
- business merchandising plan
- business policies and procedures in regard to:
 - delegation and decision making
 - interaction with customers and other team members
 - sales and service delivery
- techniques for modelling positive attitudes and behaviours
- customer demand and market trends
- leadership styles

- work health and safety (WHS) requirements relevant to sales team activities
- principles and techniques in interpersonal communication
- product quality standards
- range and availability of new products and services, especially those with enhanced sustainability features
- relevant legislation and statutory requirements relating to leading a sales representatives team
- team formation techniques

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:

- models and activates positive behaviours and attitudes in team, leading by example
- sets and communicates performance standards, sales targets and individual performance requirements to team members
- evaluates and amends leadership style to meet work team, contingency and performance contexts
- communicates sales and service targets and plans, and provides feedback on operations and outcomes to relevant personnel according to store policy
- manages effective service coverage and sales targets for a customer group or territory.

Context of and specific resources for assessment

Assessment must ensure access to:

- a retail work environment
- relevant documentation, such as:
 - policy and procedures manuals
 - sales and service delivery targets and plans
 - records of sales and service
 - legislation and statutory requirements
 - industry codes of practice
- a 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 the candidate 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 candidate, accessibility of the item, and local industry and regional contexts) may also be included.

- Team members*** may include:
- full-time, part-time, casual or contract staff
 - people from a range of social, cultural and ethnic backgrounds
 - people with varying degrees of language and literacy levels.
- Team needs and requests*** may relate to resources, such as:
- budget
 - equipment and technology
 - materials
 - people
 - time.
- Communication*** styles may include:
- body language, including facial expressions
 - reading and writing
 - speaking and listening
 - using languages other than English, including:
 - local community languages, including Indigenous languages
 - visual languages, such as sign language.
- Sales ***reports*** may include information on:
- business customer requests
 - competitor activities
 - display disputes
 - end consumer complaints
 - product problems
 - recalls.
- Sales and performance targets*** may include:
- customer retention
 - market share
 - positioning with local businesses
 - presentation or merchandising of products or services
 - price
 - quality
 - shift in sales demographics
 - volume of sales.
- Sales and performance targets*** for a sales team may vary with:
- brand type
 - marketing campaigns
 - merchandising and sales strategy
 - product or service
 - promotional strategies and their duration, cycle, territory coverage and product or service focus
 - territory sales.

- Equipment and resource requirements** may include:
- consumables
 - merchandising and promotional materials
 - pay
 - transportation
 - uniforms.
- Meetings** may be:
- single location or multi locations, using:
 - videoconferencing
 - internet
 - face-to-face
 - formal or informal.
- Business **outcomes** may include:
- brand value
 - key performance indicators
 - market and sales indicators
 - milestones
 - performance benchmarks
 - price
 - quality standards and criteria
 - strategic objectives
 - sustainability.
- Business **values and culture** may include:
- chain of command
 - mission statement
 - organisational structure, including own position and role within the structure
 - workplace goals
 - workplace policy and procedures.
- Business policy and procedures** in regard to:
- interaction with customers
 - interaction with other team members
 - WHS
 - quality assurance and control
 - sale of products and services.
- Modelling business expectations and commitment** through personal performance may involve:
- coaching
 - communication
 - demonstration
 - job behaviour
 - observation and job shadowing
 - reflection and discussion.

Unit Sector(s)

Cross-Sector

Competency Field

Sales