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Getting Qualified

IN

CERTIFICATE IV IN BUSINESS SALES

BSB40607

Date Approved: 18/03/09	Approved By: RJC	Authorised By: RJC	Version 1.0
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Certificate IV in Business Sales

Description

The Certificate IV in Business Sales (BSB40607) is an Australian nationally recognised qualification developed specifically for existing sales account assistants, sales agents or sales representatives or for potential sales account assistants, sales agents or sales representatives seeking to upgrade their existing skills, knowledge and expertise by gaining a formal Australian recognition.

The Connect Asia Pacific (CAP) Certificate IV in Business Sales is designed to meet the competency requirements of the qualification and integrates into work, family and study. Our distance education/external study programs are structured to suit your individual needs and at the same time satisfy the competency requirements of the qualification. In addition CAP will recognise work skills you already possess and through Recognition of Prior Learning (RPL) you can fast track the program.

By undertaking the program you will be able to demonstrate competency in a broad range of business sales related competencies specifically targeted to the sales environment and in providing the student with the skills, knowledge and expertise required to also manage the sales environment.

How long will the Certificate IV in Business Sales program take?

The Certificate IV in Business Sales (BSB40607) consists of 10 units of competence, however, by applying for RPL, competencies to meet the requirements of the qualification can be met. Ordinarily we expect that each unit of competence can be completed in approximately 40 to 60 hours. Because the program is self paced and or work based the amount of effort and subsequent time for completion is entirely up to the individual student.

There is no minimum time to complete the qualification, however as a guide the qualification should be completed within 12 months.

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Units Required for the Certificate IV in Business Sales

Requires the completion of 10 units of competence

Total number of units = 10
1 core unit plus 9 elective units

At least 5 of the elective units must be selected from the sales units listed below.

The 4 other elective units may be selected from the remaining elective units listed below.

Core Units

Occupational Health & Safety

Unit Code	Unit Title	Unit Description
BSBOHS407A	Monitor a safe workplace	This unit describes the performance outcomes, skills and knowledge required to implement and monitor the organisation's occupational health and safety (OHS) policies, procedures and programs in the relevant work area to meet legislative requirements

Elective Units

Sales Units

Unit Code	Unit Title	Unit Description
BSBSLS402A	Identify sales prospects	This unit describes the performance outcomes, skills and knowledge required to identify of potential sales prospects through application of prospecting methods.
BSBSLS403A	Present a sales solution	This unit describes the performance outcomes, skills and knowledge required to present a sales solution which responds to the specific buying needs of the client.
BSBSLS404A	Secure prospect commitment	This unit describes the performance outcomes, skills and knowledge required to use sales processes associated with securing prospect commitment to proceed with a sale.
BSBSLS405A	Support post-sales activities	This unit describes the performance outcomes, skills and knowledge required to attend to post sale activities that build and strengthen the partnership between a salesperson and the client, and enhance the prospect of future sales.
BSBSLS406A	Self-manage sales performance	This unit describes the performance outcomes, skills and knowledge required to self manage sales performance through establishing an individualised sales plan, and through managing stress, time and sales related paperwork.

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BSBSLS502A	Lead and manage a sales team	This unit describes the performance outcomes, skills and knowledge required to plan, implement, direct and evaluate sales team activities.
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Relationship Management

Unit Code	Unit Title	Unit Description
BSBREL402A	Build client relationships and business networks	This unit describes the performance outcomes, skills and knowledge required to establish, maintain and improve client relationships, and to actively participate in networks to support attainment of key business outcomes.

Product Skills and Advice

Unit Code	Unit Title	Unit Description
BSBPRO401A	Develop product knowledge	This unit describes the performance outcomes, skills and knowledge required to develop product knowledge in preparation for the sales process.

Customer Service

Unit Code	Unit Title	Unit Description
BSBCUS401A	Coordinate implementation of customer service strategies	This unit describes the performance outcomes, skills and knowledge required to advise on, carry out and evaluate customer service strategies, including the design of improvement strategies based on feedback
BSBCUS402A	Address customer needs	This unit describes the performance outcomes, skills and knowledge required to manage the ongoing relationship with a customer, which includes assisting the customer to articulate their needs, meeting customer needs and managing networks to ensure customer needs are addressed.

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Financial Administration

Unit Code	Unit Title	Unit Description
BSBFIA402A	Report on Financial Activity	This unit describes the performance outcomes, skills and knowledge required to report financial activity for business both in response to client requests and to meet statutory requirements such as the completion of statutory requirement reports

General Administration

Unit Code	Unit Title	Unit Description
BSBADM405B	Organise meetings	This unit describes the performance outcomes, skills and knowledge required to organise meetings including making arrangements, liaising with participants, and developing and distributing meeting related documentation.
BSBADM406B	Organise business travel	This unit describes the performance outcomes, skills and knowledge required to organise domestic and overseas business travel, including developing associated itineraries, booking travel and accommodation, preparing travel related documentation and making travel arrangements.
BSBADM409A	Coordinate business resources	This unit describes the performance outcomes, skills and knowledge required to determine and analyse existing and required resources, their effective application and the accountability for their use.

Interpersonal Communication

Unit Code	Unit Title	Unit Description
BSBCMM401A	Make a presentation	This unit covers the performance outcomes, skills and knowledge required to prepare, deliver and review a presentation to a target audience.

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IT Use

Unit Code	Unit Title	Unit Description
BSBITU301A	Create and use databases	This unit describes the performance outcomes, skills and knowledge required to create simple two table relational databases with reports and queries, for the storage and retrieval of information.
BSBITU402A	Develop and use complex spreadsheets	This unit describes the performance outcomes, skills and knowledge required to use spreadsheet software to complete business tasks and to produce complex documents.

Marketing

Unit Code	Unit Title	Unit Description
BSBMKG401B	Profile the market	This unit describes the performance outcomes, skills and knowledge required to profile a target market or market segments in accordance with a marketing plan and to develop market-positioning strategies.
BSBMKG402B	Analyse consumer behaviour for specific markets	This unit describes the performance outcomes, skills and knowledge required to analyse consumer behaviour to target marketing to specific markets and specific needs.
BSBMKG408B	Conduct market research	This unit describes the performance outcomes, skills and knowledge required to conduct market research using interview and survey methodologies (not specialist statistical design and analysis) and to report on findings.
BSBMKG413A	Promote products and services	This unit describes the performance outcomes, skills and knowledge required to coordinate and review the promotion of an organisation's products and services.
BSBMKG414A	Undertake marketing activities	This unit describes the performance outcomes, skills and knowledge required to plan, implement and manage basic marketing and promotional activities.

Relationship Management

Unit Code	Unit Title	Unit Description
BSBREL401A	Establish networks	This unit describes the performance outcomes, skills and knowledge required to develop and maintain effective work relationships and networks. It covers the relationship building and negotiation skills required by workers within an organisation as well as freelance or contract workers.

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Research

Unit Code	Unit Title	Unit Description
BSBRES401A	Analyse and present research information	This unit describes the performance outcomes, skills and knowledge required to gather, organise and present workplace information using available systems.

Workplace Effectiveness

Unit Code	Unit Title	Unit Description
BSBWOR401A	Establish effective workplace relationships	This unit describes the performance outcomes, skills and knowledge required to collect, analyse and communicate information and to use that information to develop and maintain effective working relationships and networks, with particular regard to communication and representation.
BSBWOR402A	Promote team effectiveness	This unit describes the performance outcomes, skills and knowledge required to promote teamwork. It involves developing team plans to meet expected outcomes, leading the work team, and proactively working with the management of the organisation.

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Sample Pathways

All pathways require the completion of 10 units

The sample pathways listed below are suggestions only. Trainees/participants are not restricted to these pathways.

Sales Account Assistant	Sales Representative
<p>Samantha has recently been hired to manage a small team of sales assistants of a very busy office for a large retail outlet. The day-to-day running of the office is Samantha's responsibility and includes tasks such as: managing the processing of all retail sales, the marketing of goods for sale and ensuring that the sales assistants are up-to-date with product knowledge.</p> <p>Samantha is keen to progress into a senior management role within the organization and views this position as ideal for her future job prospects.</p> <p>The following units may be appropriate in supporting Samantha's work role:</p>	<p>Joe works for a national company, with offices in all the states of Australia and which grows and retails its own wine and which also distributes the wine of other wine producers. He has been with the company for 27 years and began work as a junior and knows the company and its product range intimately.</p> <p>Joe has no real desire to go beyond his current position; however, he now feels that he should have a qualification, which reflects his knowledge and expertise. Joe would be an ideal candidate for recognition of prior learning and based on his work history he can claim up to 50% of the qualification.</p> <p>The following units may be useful to Joe's work role and his application for recognition of prior learning.</p>
BSBOHS407A – Monitor a safe workplace	BSBOHS407A – Monitor a safe workplace
BSBSLS403A - Present a sales solution	BSBSLS402A - Identify sales prospects
BSBSLS404A - Secure prospect commitment	BSBSLS403A - Present a sales solution
BSBSLS405A - Support post-sales activities	BSBSLS405A - Support post-sales activities
BSBSLS406A - Self-manage sales performance	BSBSLS406A - Self-manage sales performance
BSBSLS502A - Lead and manage a sales team	BSBMKG408B - Conduct market research
BSBMKG408B - Conduct market research	BSBMKG413A - Promote products and services
BSBMKG413A - Promote products and services	BSBMKG414A - Undertake marketing activities
BSBMKG414A - Undertake marketing activities	BSBRES401A - Analyse and present research information
BSBWOR402A - Promote team effectiveness	BSBWOR401A - Establish effective workplace relationships

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Information For The Candidate
Answers to common questions about assessment

What is an assessment?

An assessment is a formal recognition of the skills and knowledge that you use in your job. It is your opportunity to show you are competent at what you do and to gain qualifications to prove it. Assessments are designed so that you can demonstrate your skills and knowledge to an assessor.

How do I know if I am competent?

Being competent means you can consistently do your job to the standard your workplace or study needs. The competency standards clearly describe the level of skill required.

How will I be assessed?

There are a variety of ways you can be assessed. The easiest and the best way is for an assessor to observe you doing your normal job. If that isn't possible, you can do a number of other assessment tasks: for example, practical demonstrations, answer questions, find faults in a diagram or describe settings for a process.

Do I get a pass or fail?

No. Your results will say competent or not yet competent. You should find out the result of the assessment on the spot from your assessor. If you are not yet competent in some parts of the assessment, the assessor will explain why. You can try again or your assessor will provide feedback on how you can become competent.

Where will I be assessed?

You will be assessed in your workplace or through completed assignments or questions.

What is evidence?

Evidence is the way you can prove you are competent in doing a task. Observation of you working on the job is one form of assessment, including responses to questions, however, it is worth collecting other evidence as well. You may not have to do any further assessment if you can provide enough evidence. You will already have some evidence from past jobs, training or life experience. You may need to start collecting evidence now to use in future assessments.

Evidence can include:

- Demonstration of your work on the job
- Demonstration of skills in another workplace
- Certificates or records of past training programs
- References from previous employers, teachers, trainers or assessors
- Performance appraisals
- Job descriptions
- Work files
- Minutes of meetings
- Samples of work completed
- Memos
- Work diary