

## BSB40615 CERTIFICATE IV IN BUSINESS SALES

This course is suitable for individuals This qualification is suitable for individuals with well-developed sales skills across a range of business sales contexts. They may problem-solve, provide leadership to others and analyse a range of information. Typically, people in this role would report to a more senior business sales practitioner.

### ENTRY REQUIREMENTS

Students wishing to attend this course should:

- apply solutions to a defined range of unpredictable problems
- analyse and evaluate information from a variety of sources
- may provide leadership and guidance to others and have limited responsibility for the output of others,
- typically report to a more senior business sales practitioner.

### OCCUPATIONAL NAMES

Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include:

- Sales representative
- Sales account assistant
- Retail salesperson
- Sales representative
- Retail manager
- Business manager

### EMPLOYMENT OPPORTUNITIES

Employment opportunities relevant to this qualification may include Sales Manager, Area Manager or Account Manager.

### CAREER PATHWAY

A number of career pathways are available to you typically with further study, such as Sales Manager, Area Manager or Department Manager. Upon completion of this qualification the graduate could consider completing a number of related Certificate IV Business qualifications or the Diploma of Management.

### SKILLS RECOGNITION

If you already have some training, work or life experience in management, team leader role or coordinator, you may be eligible to have your existing skills and knowledge recognised and apply for advanced standing for one or more units. Processes for recognition include:

- Credit transfer
- Mutual recognition
- Recognition by assessment

### COURSE OUTCOMES

Gain the skills required to:

- establish and use appropriate formal or informal business networks and communication
- identify and use the strengths of sales team members to promote sales objectives
- plan and identify sales activities, prospects and solutions, securing and supporting sales prospects post sales activities
- manage time and sales related paperwork
- obtain feedback on the sales process and product/service satisfaction from customers
- use business technology to obtain product information and to process orders
- identify and address reasons for reluctance to purchase by potential buyers
- initiate and develop sales prospects and potential buyers



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## DELIVERY ARRANGEMENTS

The Certificate IV programs are typically delivered over a minimum 10 month period using a blend of on and off the job approaches. We combine group learning sessions with self-directed reading, summative assessment projects and research activities that combined we have allowed up to 600 hours for total volume of learning at Certificate IV level. The qualifications can be fast-tracked, depending on current competencies of learner as well as their available time in completing the requirements. For learners completing the qualification via traineeship arrangements, we have set a minimum of 20 hours of face-to-face group training sessions for Certificate IV (10 units x 2 hours each). In this way learners can learn from each other while being guided by the experienced facilitator.

## PATHWAYS

This qualification can be completed via any of these pathways as follows. We offer flexibility with this qualification.

## RPL

If you have skills and experience to meet all the competencies of any unit/s, and can demonstrate/document that competency, then you may apply for RPL (recognise prior learning). Please contact our office for more details of this assessment-only process and an application form. Learners should allow 600 hours to complete the qualification in this format regardless, however, this is assuming that they are able to provide sufficient and current evidence.

## GROUP SESSIONS

There may be a number of people in your organisation that can come together for a series of training sessions in your workplace, or an agreed alternate location. We have a 10 session ideal structure however the amount of time face-to-face can be discussed and agreed depending on the current competencies of the participants and viability of them coming together. This involves a combination of summative and formative assessments that include research, written tasks and demonstration activities.

## FLEXIBLE

It may not be possible or preferential to co-ordinate face-to-face sessions so we can also assist you through the qualification via post, email and phone support. Learners should allow up to 600 hours regardless.

## BLENDED APPROACH

You may prefer a combination of face-to-face sessions supported by email support and telephone conferencing. We can structure a program by incorporating all of these options.

## COURSE STRUCTURE

To complete this qualification, the student is required to complete 10 Units. This comprises 4 core units (as per the list below) and 6 elective units. At least 4 must be chosen from the elective list below and the remaining 2 can be chosen from either the list below or any other certificate III, IV or Diploma level qualification offered by Target Training.

## CORE UNITS

<b>BSBPRO401</b>	Develop product knowledge
<b>BSBREL402</b>	Build client relationships and business networks
<b>BSBSLS407</b>	Identify and plan sales prospects
<b>BSBSLS408</b>	Present, secure and support sales options



Contact us today for  
more details and  
assistance with  
qualifying staff



## ELECTIVE UNITS

<b>BSBADM405</b>	Organise meetings
<b>BSBADM406</b>	Organise business travel
<b>BSBADM409</b>	Coordinate business resources
<b>BSBCMM401</b>	Make a presentation
<b>BSBCUS401</b>	Coordinate implementation of customer service strategies
<b>BSBCUS402</b>	Address customer needs
<b>BSBITU402</b>	Develop and use complex spreadsheets
<b>BSBLDR402</b>	Lead effective workplace relationships
<b>BSBLDR403</b>	Lead team effectiveness
<b>BSBMKG401</b>	Profile the market
<b>BSBMKG408</b>	Conduct market research
<b>BSBMKG413</b>	Promote products and services
<b>BSBMKG414</b>	Undertake marketing activities
<b>BSBWS401</b>	Implement and monitor WHS policies, procedures and programs to meet legislative requirements
<b>BSBRE401</b>	Establish networks
<b>BSBSLS501</b>	Develop a sales plan
<b>BSBSLS502</b>	Lead and manage a sales team
<b>BSBSUS401</b>	Implement and monitor environmentally sustainable work practices

## LEARNING OUTCOMES

Here is a selection of units below. For more information on other units please contact us.

### CORE UNITS:

#### **BSBPRO401 Develop product knowledge**

1. Acquire knowledge of products in a specified area
2. Convert product knowledge into benefits
3. Evaluate competitors' products

#### **BSBRE402 Build client relationships and business networks**

1. Initiate interpersonal communication with clients
2. Establish client relationship management strategies
3. Maintain and improve ongoing relationships with clients
4. Build and maintain networks

#### **BSBSLS407 Identify and plan sales prospects**

1. Employ prospecting methods and qualify prospects
2. Manage prospect information
3. Establish an individualised sales plan
4. Complete sales paperwork and reports
5. Organise workload effectively

#### **BSBSLS408 Present, secure and support sales options**

1. Prepare for a sales presentation
2. Present a sales solution
3. Respond to buyer signals
4. Negotiate and finalise the sale
5. Support post sale activities

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## **ELECTIVE UNITS**

### **BSBADM405 Organise meetings**

1. Make meeting arrangements
2. Prepare documentation for meetings
3. Record and produce minutes of meeting

### **BSBADM406 Organise business travel**

1. Organise business itinerary for domestic and overseas travel
2. Make travel arrangements
3. Arrange credit facilities

### **BSBADM409 Co-ordinate business resources**

1. Determine resource requirements
2. Acquire and allocate resources
3. Monitor and report on resource usage

### **BSBCMM401 Make a presentation**

1. Prepare a presentation
2. Deliver a presentation
3. Review the presentation

### **BSBCUS401 Co-ordinate implementation of customer service strategies**

1. Advise on customer service needs
2. Support implementation of customer service strategies
3. Evaluate and report on customer service

### **BSBCUS402 Address customer needs**

1. Assist customer to articulate needs
2. Satisfy complex customer needs
3. Manage networks to ensure customer needs are addressed

### **BSBITU402 Develop and use complex spreadsheets**

1. Prepare to develop spreadsheet
2. Develop a linked spreadsheet solution
3. Automate and standardise spreadsheet operation
4. Use spreadsheets
5. Represent numerical data in graphic form

### **BSBLDR402 Lead effective workplace relations**

1. Collect, analyse and communicate information and ideas
2. Develop trust and confidence as leader
3. Develop and maintain networks and relationships
4. Manage difficulties into positive outcomes

### **BSBLDR403 Lead team effectiveness**

1. Plan to achieve team outcomes
2. Lead team to develop cohesion
3. Participate in and facilitate work team
4. Liaise with management

### **BSBMKG401 Profile the market**

1. Segment the market
2. Identify the target market
3. Profile the target audience
4. Develop a positioning strategy

### **BSBMKG408 Conduct market research**

1. Conduct desk research to gather background market information
2. Develop research methodology and objectives
3. Recruit respondents
4. Gather data and information from respondents
5. Analyse research information
6. Prepare research reports





**BSBMKG413 Promote products and services**

1. Plan promotional activities
2. Coordinate promotional activities
3. Review and report on promotional activities

**BSBMKG414 Undertake marketing activities**

1. Research marketing information
2. Plan marketing activities
3. Implement and manage marketing activities
4. Review marketing activities

**BSBWHS401 Implement and monitor WHS policies, procedures and programs to meet legislative requirements**

1. Provide information to the work team about WHS policies and procedures
2. Implement and monitor participation arrangements for managing WHS
3. Implement and monitor organisational procedures for providing WHS training
4. Implement and monitor organisational procedures and legal requirements for identifying hazards and assessing and controlling risks
5. Implement and monitor organisational procedures for maintaining WHS records for the team

**BSBRE401 Establish networks**

1. Develop and maintain business networks
2. Establish and maintain business relationships
3. Promote the relationship

**BSBSLS501 Develop a sales plan**

1. Identify organisational strategic direction
2. Establish performance targets
3. Develop a sales plan for a product
4. Identify support requirements
5. Monitor and review sales plan

**BSBSLS502 Lead and manage a sales team**

1. Plan sales operations
2. Direct sales team
3. Evaluate sales team performance

**BSBSUS401 Implement and monitor environmentally sustainable work practices**

1. Investigate current practices in relation to resource usage
2. Set targets for improvements
3. Implement performance improvement strategies
4. monitor performance

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