

BSB40607

Certificate IV in Business Sales



Your Course Guide

BSB40607 Certificate IV in Business Sales

Australian Salesmasters Training Company (RTO #6854)

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BSB40607 Certificate IV in Business Sales

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The Certificate IV in Business Sales reflects the role of individuals who use well-developed business sales skills and a broad knowledge base in a wide variety of business sales contexts. They apply solutions to a defined range of unpredictable problems, and analyse and evaluate information from a variety of sources. They may provide leadership and guidance to others and have limited responsibility for the output of others, however they typically report to a more senior business sales practitioner.

WHAT WILL YOU ACHIEVE FROM THIS COURSE?

With the Certificate IV in Business Sales you will develop confidence in your communication and sales skills. At the same time you will:

- Build yourself a toolkit of new techniques and tactics to further your sales career.
- Gain practical and useful insights into more effective ways of dealing with customers and closing sales.
- Add to this the value of a nationally recognised qualification and this is your best way for career advancement.

EMPLOYABILITY SKILLS

The following is a summary of the employability skills for this qualification.

This should be interpreted in conjunction with the detailed requirements of each unit of competency packaged in this qualification.

The outcomes described here are broad industry requirements that may vary depending on the packaging options.

• Communication

- being appropriately assertive when with clients/customers
- establishing and using appropriate formal or informal business networks
- establishing rapport and relationships with client and client representatives
- using gestures, posture, body language, facial expressions and voice to create a supportive selling environment



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HOW LONG DOES THE COURSE TAKE?

Face to face:

Courses are conducted either in house or at a convenient location by our highly regarded and skilled facilitators. All courses are customised to your learning needs and compliant with AQTF timelines. Completion durations are flexible.

Distance Learning:

This is the flexible way to gain your desired qualification in your own time at your own speed.

Online:

As with distance learning, you are in control of your learning schedule. The more time you devote to it, the quicker you get your desired qualification.

HOW TO GAIN YOUR QUALIFICATION FASTER

- Fast track with RCC (Recognition of Current Competencies)
- RPL (Recognition of Prior Learning)

ENTRY REQUIREMENTS

- Sufficient literacy and numeracy skills to complete the course
- Access to an Internet connection and computer (Online Learning)

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EMPLOYABILITY SKILLS CONT.

- **Teamwork**

- identifying and using the strengths of other sales team members to promote the attainment of sales objectives
- working as an individual or as part of a sales team to conduct sales activities and to support other team members in achieving sales targets and objectives

- **Problem Solving**

- identifying and addressing reasons for reluctance to purchase by potential buyers
- refining the system of recording prospect information based on an evaluation

- **Initiative and Enterprise**

- identifying and presenting options for cross-selling or up-selling
- using initiative to develop sales prospects and lists of potential buyers

- **Planning and Organising**

- collecting the names of potential buyers likely to be interested in purchasing a product/service
- pipelining and planning sales activities to identify sales solutions and prospects, securing sales prospects and supporting post sales activities

- **Self Management**

- establishing an individualised sales plan

- managing stress, time and sales related paperwork effectively

- **Learning**

- acquiring knowledge of products/services
- obtaining feedback on the sales process and product/service satisfaction from customers

- **Technology**

- using business technology to process orders
- using the internet to obtain product information

This is a summary of employability skills that are typical of this qualification and should not be interpreted as definitive.

COURSE STRUCTURE

You are required to complete 10 units of this qualification. All modules are customised to your specific needs.

UNIT CODE	UNIT NAME	DESCRIPTION
BSBOHS407A (Core)	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.
BSBCUS402A (Elective)	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.
BSBCUS401A (Elective)	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.
BSBSLS403A (Elective)	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.

COURSE STRUCTURE CONT.

UNIT CODE	UNIT NAME	DESCRIPTION
BSBSLS406A (Elective)	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.
BSBMGT403A (Elective)	Implement continuous improvement	This unit describes the performance outcomes, skills and knowledge required to implement the organisation's continuous improvement systems and processes. Particular emphasis is on using systems and strategies to actively encourage the team to participate in the process, monitoring and reviewing performance, and identifying opportunities for further improvements.
BSBSLS402A (Elective)	Identify sales prospects	This unit describes the performance outcomes, skills and knowledge required to identify of potential sales prospects through application of prospecting methods.
BSBSLS404A (Elective)	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.
BSBCMM301A (Elective)	Process customer complaints	This unit describes the performance outcomes, skills and knowledge required to handle formal and informal negative feedback and complaints from customers.
BSBREL402A (Elective)	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.

ASSESSMENT

ASTC uses competency based assessment methods to ensure participants have demonstrated their performance to a required standard. Competency based assessment is the focus of accredited vocational courses on what the participant can actually do – and the standard at which

they are able to perform. Performance is measured in terms of whether participants meet the prescribed levels of competency, not how well they carry out tasks relative to each other or the length of time taken to attain the skills.

ASTC's assessment process may consist of the following tasks and activities, dependant on the unit/chapter requirements:

- Multiple choice and/or short answer questionnaires
- Third party supervisor demonstration reports
- Projects/case studies
- Holistic Assessments

- OTHER HIGHLIGHTS ... LEARNING DEVELOPMENT RESOURCES -

E Books Only

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Simple Truths

Get an inspirational/ motivational hit by viewing, free of charge, one of over 35 impactful DVD's on our website.
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