



BSB40610 CERTIFICATE IV IN BUSINESS SALES

This course is designed for individuals currently in, or aspiring to, a sales-oriented role (any industry) with no formal qualifications. Upon completion of this qualification the graduate could consider completing a number of related Certificate IV Business qualifications

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 Account Assistant
- Sales Agent
- Sales Representative.

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



TARGET TRAINING

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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

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

BSBPRO401A	Develop product knowledge
BSBREL402A	Build client relationships and business networks
BSBSLS407A	Identify and plan sales prospects
BSBSLS408A	Present, secure and support sales options

ELECTIVE UNITS

BSBCUS401A	Coordinate implementation of customer service strategies
BSBCUS402A	Address customer needs
BSBFIA402A	Report on financial activity
BSBADM405B	Organise meetings
BSBADM406B	Organise business travel
BSBCM401A	Make a presentation
BSBITU301A	Create and use data bases
BSBITU402A	Develop and use complex spreadsheets
BSBMKG401B	Profile the market
BSBMKG402B	Analyse consumer behaviour for specific markets
BSBMKG408B	Conduct market research
BSBMKG413A	Promote products and services
BSBMKG414B	Undertake marketing activities
BSBOHS407A	Monitor a safe workplace
BSBREL401A	Establish networks
BSBSLS501A	Develop a sales plan
BSBSLS502A	Lead and manage a sales team
BSBSUS301A	Implement and monitor environmentally sustainable work practices
BSBWOR401A	Establish effective workplace relationships
BSBWOR402A	Promote team effectiveness



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Learning Outcomes

CORE UNITS:

BSBPRO401A Develop product knowledge

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

BSBREL402A 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

BSBSLS407A 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

BSBSLS408A 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

ELECTIVE UNITS:

BSBWOR402A Promote team effectiveness

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

BSBOHS407A Monitor a safe workplace

1. Provide information to the workgroup about OHS policies and procedures
2. Implement and monitor participative arrangements for the management of OHS
3. Implement and monitor the organisation's procedures for providing OHS training
4. Implement and monitor procedures for identifying hazards and assessing risks
5. Implement and monitor the organisation's procedures for controlling risks
6. Implement and monitor the organisation's procedures for maintaining OHS records for the team

BSBMKG413A Promote products and services

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

BSBSLS502A Lead and manage a sales team

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

BSBCUS401A 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

BSBCUS402A Address customer needs

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

BSBFIA402A Report on financial activity

1. Compile financial information and data
2. Prepare statutory requirement reports
3. Provide financial business recommendations

BSBADM405B Organise meetings

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

BSBADM406B Organise business travel

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

BSBADM409A Co-ordinate business resources

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



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BSBCMM401A Make a presentation

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

BSBITU301A Create and use database

1. Create a simple database
2. Create reports and queries
3. Use database

BSBITU402A 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

BSBMKG401B Profile the market

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

BSBMKG402B Analyse consumer behaviour for specific markets

1. Confirm product or service market
2. Assess the reasons for existing levels of consumer interest
3. Recommend a focus of appeal for marketing strategies for a product or service

BSBMKG408B 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

BSBMKG414A Undertake marketing activities

1. Plan marketing activities
2. Implement and manage marketing activities
3. Review marketing activities

BSBREL401A Establish networks

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

BSBSLS501A 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

BSBWOR401A Establish effective workplace relationships

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

BSBSUS301A 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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