



**Australian Government**

# **BSBSLS408A Present, secure and support sales solutions**

**Release 3**

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### Modification History

Release	Comments
Release 3	<p>New release of this Unit with <i>version 7.0 of BSB07 Business Services Training Package</i>.</p> <p>Trade Practices Act replaced with Competition and Consumer Act 2010 in the Required Knowledge</p>
Release 2	<p>New release of this Unit with <i>version 6.0 of BSB07 Business Services Training Package</i>.</p> <p>Outdated advice removed</p>
Release 1	Initial release of this Unit.

### Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to present sales solutions that respond to the specific buying needs of a client, and to use sales processes associated with securing prospect commitment to proceed with a sale. The unit also includes attending to post-sales activities that build and strengthen the partnership between a salesperson and the client, and enhance the prospect of future sales.

### Application of the Unit

This unit applies to individuals working in a sales-related position in a small, medium or large enterprise in a wide variety of industries who use specific sales techniques to present a sales solution to meet buyer needs, secure a prospect's commitment to purchase a product or service, and build post-sale and long-term relationships to establish an ongoing relationship with clients. They may provide sales solutions individually, or provide advice and support about aspects of sales solutions to support a sales team.

## Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

## Pre-Requisites

Not applicable

## Employability Skills Information

This unit contains employability skills.

## Elements and Performance Criteria Pre-Content

Element	Performance Criteria
<i>Elements describe the essential outcomes of a unit of competency.</i>	<i>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.</i>

## Elements and Performance Criteria

1. Prepare for a sales presentation	<p>1.1 Obtain and organise products, ideas and services for use within a sales presentation</p> <p>1.2 Review product information to ensure familiarity with products</p> <p>1.3 Identify sales tactic options, and assess and choose them in terms of their ability to meet the needs and preferences of the prospect</p> <p>1.4 Consider a variety of sales solutions and prepare to meet buyer needs</p> <p>1.5 Identify and select <i>sales aids</i></p> <p>1.6 Identify alternatives for prospects and assess them in relation to anticipated buyer needs</p>
2. Present a sales solution	<p>2.1 Use gestures, posture, body language, facial expressions and voice to create a supportive selling environment</p> <p>2.2 Use listening skills and open-ended questions to identify buyer needs, preferences, motives and objections</p> <p>2.3 Adjust presentation to match the needs and preferences of the buyer</p> <p>2.4 Use persuasive communication techniques to secure buyer interest</p> <p>2.5 Ensure the presentation demonstrates and communicates the key features of the product and emphasises benefits in relation to identified buyer needs</p> <p>2.6 Obtain and present <i>proof of benefits</i> through product purchase</p> <p>2.7 Use sales aids to build buyer understanding of how the product is aligned with needs</p>
3. Respond to buyer signals	<p>3.1 Identify and assess <i>verbal</i> and <i>non-verbal buying signals</i></p> <p>3.2 Use probing to identify <i>source of buyer resistance</i></p> <p>3.3 Identify the strengths and limitations of <i>buyer resistance strategies</i></p> <p>3.4 Select and implement a strategy for managing buyer resistance</p> <p>3.5 Use trial closes strategically during different stages of the sales process</p>
4. Negotiate and finalise	4.1 Initiate <i>formal close</i> to the sales process following one or

the sale	<p>more trial closes</p> <p>4.2 Select a strategy to close the sale and use supportive and confirming language to support the closure of the sales process</p> <p>4.3 Negotiate <i>conditions</i> of the agreement, outline a summary of the agreement to the buyer, and confirm the buyer's decision</p> <p>4.4 Provide advice on financing arrangements if required</p> <p>4.5 Prepare and complete sales documents, and process and monitor client order</p> <p>4.6 Identify and present cross-selling opportunities to the buyer</p>
5. Support post-sale activities	<p>5.1 Ensure contact is made with the buyer post-sale to ensure agreed expectations have been met</p> <p>5.2 Provide technical assistance or advice and assist clients to access appropriate after-sales support</p> <p>5.3 Use <i>feedback solicitation methods</i> on the sales process and product satisfaction</p> <p>5.4 Address and resolve service problems and difficulties identified through feedback</p> <p>5.5 Develop and implement <i>client loyalty strategies</i> to secure buyer loyalty and facilitate ongoing contact</p> <p>5.6 Offer and implement additional sales solutions and benefits to clients when opportunities arise</p>

## Required Skills and Knowledge

*This section describes the skills and knowledge required for this unit.*

### Required skills

- learning skills to develop and maintain knowledge of products, ideas and services for use within a sales presentation
- literacy and numeracy skills to:
  - prepare sales documentation
  - process sales transactions
  - calculate financing arrangements
  - keep client sales records
  - use sales statistics to support a verbal argument
- organisational and time-management skills to schedule follow-up contacts
- verbal communication skills to:
  - demonstrate how product benefits and key features fulfil buyers' needs
  - develop rapport and build relationships with clients
  - manage conflict and customer dissatisfaction
  - negotiate to manage buyer resistance
  - question clients to determine client needs and preferences
  - use persuasive and assertive language in promoting product features and benefits
- technological skills to use equipment to assist in presenting sales information.

### Required knowledge

- detailed product knowledge, including product:
  - advantages and disadvantages
  - features
  - service benefits
- identification and overview knowledge of key provisions of relevant legislation and codes of practice that relate to sales, for example:
  - anti-discrimination
  - ethical principles
  - consumer protection
  - contract law
  - privacy laws
- materials and aids that support presentations
- Competition and Consumer Act 2010
- organisational policies and procedures relating to orders and client services
- principles of achieving an effective sales presentation mix
- statistical methods to demonstrate sales performance
- strategies to manage client accounts, to build client goodwill and to develop client loyalty.

## 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.*

<b>Overview of assessment</b>	
<b>Critical aspects for assessment and evidence required to demonstrate competency in this unit</b>	<p>Evidence of the following is essential:</p> <ul style="list-style-type: none"> <li>demonstration of principles of effective sales presentation mix and sales closure techniques through presentation of a sales solution</li> <li>demonstration of support for post-sale activities.</li> </ul>
<b>Context of and specific resources for assessment</b>	<p>Assessment must ensure access to:</p> <ul style="list-style-type: none"> <li>a workplace or simulated work environment</li> <li>product information and sales records and documentation</li> <li>office equipment, machines and sales support materials to make a presentation.</li> </ul>
<b>Method of assessment</b>	<p>The following assessment method is appropriate for this unit:</p> <ul style="list-style-type: none"> <li>analysis of responses to case studies and scenarios</li> <li>observations of presentations of sales solutions</li> <li>direct questioning combined with portfolios of evidence and third-party workplace reports of on-the-job performance by the candidate</li> <li>oral or written questioning to assess knowledge of sales tactic options, proposed sales solutions and ways to overcome buyer resistance</li> <li>observation of persuasive communication techniques and listening skills used when presenting a sales solution and closing a sale</li> <li>review of sales aids identified, selected and used</li> <li>evaluation of strategies implemented to manage buyer resistance.</li> </ul>
<b>Guidance information for assessment</b>	<p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.</p>

## 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.*

<b><i>Sales aids</i></b> may include:	<ul style="list-style-type: none"> <li>• drawings</li> <li>• electronic media</li> <li>• graphs</li> <li>• models</li> <li>• photographs</li> <li>• printed materials</li> <li>• products</li> <li>• product samples</li> <li>• transparencies</li> <li>• whiteboards.</li> </ul>
<b><i>Proof of benefits</i></b> may include:	<ul style="list-style-type: none"> <li>• anecdotes and examples</li> <li>• comparisons</li> <li>• statistics</li> <li>• testimonials.</li> </ul>
<b><i>Verbal buying signals</i></b> of the prospect may include:	<ul style="list-style-type: none"> <li>• confirmations</li> <li>• questions</li> <li>• statements of requirement.</li> </ul>
<b><i>Non-verbal buying signals</i></b> of the prospect may include:	<ul style="list-style-type: none"> <li>• close examination of the product</li> <li>• moving closer to where a product is to be installed</li> <li>• smiling and nodding.</li> </ul>
<b><i>Source of buyer resistance</i></b> may include:	<ul style="list-style-type: none"> <li>• company resistance</li> <li>• no perceived need</li> <li>• price resistance</li> <li>• salesperson resistance</li> <li>• service dissatisfaction</li> <li>• timing issues</li> <li>• uncertainty about the product.</li> </ul>
<b><i>Buyer resistance strategies</i></b> may include:	<ul style="list-style-type: none"> <li>• assertive messages</li> <li>• boomerang</li> <li>• checking perceptions</li> <li>• direct denial</li> <li>• incentives offer</li> <li>• indirect denial</li> </ul>



	<ul style="list-style-type: none"> <li>• requesting additional information from buyers</li> <li>• open and closed questions</li> <li>• superior benefit</li> <li>• trial offer.</li> </ul>
<b>Formal close</b> may include:	<ul style="list-style-type: none"> <li>• inducement</li> <li>• narrative close</li> <li>• offering alternative choices</li> <li>• salesperson request to the prospect to agree to purchase the product or service</li> <li>• summary of product benefits.</li> </ul>
<b>Conditions</b> may include:	<ul style="list-style-type: none"> <li>• client loyalty</li> <li>• delivery</li> <li>• length of contract</li> <li>• payment options</li> <li>• price.</li> </ul>
<b>Feedback solicitation methods</b> may include:	<ul style="list-style-type: none"> <li>• email dialogue</li> <li>• focus groups</li> <li>• one-on-one interviews</li> <li>• surveys</li> <li>• telephone interviews.</li> </ul>
<b>Client loyalty strategies</b> may include:	<ul style="list-style-type: none"> <li>• client clubs</li> <li>• client reward schemes</li> <li>• credit or discount facilities</li> <li>• formal letter of thanks</li> <li>• handwritten note thanking the client</li> <li>• offering promotional items</li> <li>• phone call thanking the client for the business.</li> </ul>

## Unit Sector(s)

Business development - sales