



BUSINESS SALES

Certificate IV in Business Sales

BSB40607



This qualification addresses the theory and practice of selling and sales performance. It aims to provide training in professional selling techniques, practice and management of sales performance. It specifically covers the:

- ✧ development of product knowledge as preparation for the sales process;
- ✧ identification of potential sales prospects through application of prospecting methods;
- ✧ presentation of a sales solution which responds to the specific buying needs of the client;
- ✧ sales processes associated with securing prospect commitment to proceed with a sale;
- ✧ attendance to post-sale activities that build and strengthen the partnership between salesperson and client, and enhance the prospect of future sales;
- ✧ self-management of sales performance through establishment of an individualised sales plan, and though management of stress, time, and sales-related paperwork; and,
- ✧ planning, implementing, directing and evaluating sales team activities.

Employability Skills: A summary of the employability skills developed through this qualification can be downloaded from <http://employabilityskills.training.com.au>.

Ten (10) units are required for the qualification. There is one (1) core and nine (9) electives. The electives are suggested below but can be negotiated with the student prior to enrolment.

BSBOHS407A	Monitor a safe workplace (Core - Required)
BSBPRO401A	Develop product knowledge
BSBREL402A	Build client relationships and business networks
BSBSLS402A	Identify sales prospects
BSBSLS403A	Present a sales solution
BSBSLS404A	Secure prospect commitment
BSBSLS405A	Support post-sale activities
BSBSLS406A	Self-manage sales performance
BSBREL401A	Establish networks
BSBCMM401A	Make a presentation

This course is delivered face-to-face, blended, and 1-to-1 private instruction including traineeships. Students may also be eligible for Recognition of Prior Learning depending on their prior experience.