



CATAPULT

SITXMPR003

Plan and implement sales activities

Table of Contents (Extract)

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<https://catapultlearning.com.au/product/SITXMPR003/>

Trainer/assessor guide

SITXMPR003

Plan and implement sales activities

Welcome to this unit of study

This unit describes the performance outcomes, skills and knowledge required to plan and implement sales activities. It requires the ability to identify and analyse market and customer needs, proactively target current and new customers, plan the operation of sales calls, make calls and prepare sales reports.

The unit applies to all industry sectors, and to those responsible for coordinating sales activities within the parameters of an established sales strategy. Individuals working independently with limited supervision undertake this role. This could include sales and marketing personnel or managers and owner-operators of small businesses.

It may be undertaken as:

- » part of a formal qualification nationally recognised through the Australian Qualifications Framework (AQF)
- » a stand alone unit
- » part of a formal skill set

Contents

| | |
|--|------------|
| About this trainer/assessor guide | 4 |
| Learning resource..... | 5 |
| Topic 1: Plan sales activities. | 5 |
| Planning sales activities | 5 |
| Analysing and incorporating information into sales planning..... | 10 |
| Sourcing prospects and creating profiles | 13 |
| Seeking and evaluating innovative sales opportunities..... | 15 |
| Estimating potential revenue | 24 |
| Planning activities and practical sales call patterns | 33 |
| Check your understanding | 39 |
| Topic 2: Prepare for sales calls. | 41 |
| Making sales appointments in advance..... | 41 |
| Developing sales call strategies | 43 |
| Gathering information and support materials..... | 51 |
| Check your understanding | 55 |
| Topic 3: Make sales calls..... | 57 |
| Making sales calls | 57 |
| Building relationships with customers..... | 60 |
| Developing customer trust and confidence | 64 |
| Resolving customer issues..... | 66 |
| Selling techniques..... | 67 |
| Providing current, accurate and relevant information | 70 |
| Customer feedback | 72 |
| Check your understanding | 75 |
| Topic 4: Review and report on sales activities. | 77 |
| Reviewing activities..... | 77 |
| Preparing sales reports..... | 83 |
| Presenting market intelligence | 85 |
| Check your understanding | 93 |
| References..... | 95 |
| Assessment workbook..... | 97 |
| Unit information..... | 99 |
| What is competency-based assessment?..... | 100 |
| How will my competency be assessed?..... | 101 |
| Assessment agreement..... | 102 |
| Foundation skills checklist..... | 103 |
| Skills recognition..... | 104 |
| Topic 1: Plan sales activities..... | 105 |
| Topic 2: Prepare for sales calls | 106 |
| Topic 3: Make sales calls..... | 107 |
| Topic 4: Review and report on sales activities | 108 |

| | |
|--|------------|
| Knowledge questions | 109 |
| Topic 1: Plan sales activities | 110 |
| Topic 2: Prepare for sales calls | 122 |
| Topic 3: Make sales calls..... | 128 |
| Topic 4: Review and report on sales activities | 136 |
| Topic 5: Specific knowledge evidence | 140 |
| Performance tasks..... | 146 |
| Third party evidence collection agreement | 147 |
| Topic 1: Plan sales activities | 148 |
| Topic 2: Prepare for sales calls | 150 |
| Topic 3: Make sales calls..... | 152 |
| Topic 4: Review and report on sales activities | 153 |
| Completion record..... | 154 |
| Unit mapping and assessment checklist | 155 |
| Trainer/ assessor user instructions..... | 158 |

About this trainer/assessor guide

Learning resource

The learning resource is divided into the following topics:

- » Plan sales activities
- » Prepare for sales calls
- » Make sales calls
- » Review and report on sales activities

Each topic provides information to help you gain the skills and knowledge required to perform the work tasks to which they refer. Read the information and practise the skills described. You should also take the opportunity to undertake additional independent research. Your trainer/assessor may also provide supplementary information including interpretation of the contents of this resource.

At the end of each topic is:

- » a set of true or false questions
- » a set of multiple choice questions

These questions provide an opportunity to check your understanding and progress. They are self-marking and do not form part of the assessment for the unit.

Assessment workbook

To have this unit recognised as a formal qualification you need to have your skills and knowledge assessed. The assessment workbook provides:

- » information on competency-based assessment
- » instructions on how you will be assessed
- » assessment tools to assess your competence
- » instructions on how to complete the assessment tasks within each assessment tool

To be assessed as competent you need to provide evidence that you have the skills and knowledge to undertake the requirements of this unit. This assessment of competency is made by a qualified trainer/assessor from a registered training organisation. You must complete all the assessments as directed by your trainer/assessor to the required standard. It is not necessary to work through the guide in the order in which it is written. However this is at the discretion of your trainer/assessor.

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