

CERTIFICATE IV IN BUSINESS SALES BSB40610

Course Description

The Certificate IV in Business Sales is ideal for individuals who use well-developed business sales skills and a broad knowledge base in a wide variety of business sales contexts. Participants apply solutions to a defined range of unpredictable problems and analyze 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, usually they report to senior business sales professionals.

Job Roles

Possible current job positions relevant to this qualification include sales account assistant, sales agent and sales representative.

Delivery

There are ten training days over a period of ten months, one training day per month. This qualification has four core units and six elective units.

4 CORE UNITS

BSBPRO401A – Develop product knowledge

- Acquire knowledge of products in a specified area
- Convert product knowledge in to benefits

BSBREL402A – Build client relationships and business networks

- Initiate interpersonal communication with clients
- Establish client relationship management strategies
- Maintain and improve ongoing relationships with clients
- Build and maintain networks

BSBSLS407A – Identify and plan sales prospects

- Employ prospecting methods and qualify prospects
- Manage prospect information
- Establish an individualised sales plan

BSBSLS408A – Present, secure and support sales solutions

- Prepare for a sales presentation
- Present a sales solution
- Respond to buyer signals
- Negotiate and finalise the sale



6 ELECTIVE UNITS

BSBCMM401A – Make a presentation

- Prepare a presentation
- Deliver a presentation
- Review the presentation

BSBMKG413A – Promote products and services

- Plan promotional activities
- Coordinate promotional activities
- Review and report on promotional activities

BSBREL401A – Establish Networks

- Develop and maintain business networks
- Establish and maintain business relationships
- Promote the relationships

BSBSLS501A – Develop a sales plan

- Identify organisational strategic direction
- Establish performance targets
- Develop a sales plan for a product
- Identify support requirements
- Monitor and review sales plan

BSBSLS502A – Lead and manage a sales team

- Plan sales operations
- Direct sales team
- Evaluate sales team performance

BSBWOR402A – Promote team effectiveness

- Plan to achieve team outcomes
- Develop team cohesion
- Participate in and facilitate work team
- Liaise with management