

Course Outline

BSB40607 Certificate IV in Business Sales

This qualification reflects the role of individuals who use well-developed business sales skills and a broad knowledge base in a wide variety of business sales contexts. They apply solutions to a defined range of unpredictable problems, and analyse 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, however they typically report to a more senior business sales practitioner.

Job Roles

Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include:

- Sales Account Assistant
- Sales Agent
- Sales Representative.

There are no specific pre-requisites for this qualification, however some language, literacy and numeracy skills will be required; if this poses any difficulty at all, discuss with your Work Plus Development + Training contact person, with your workplace supervisor or take advantage of the programs offered by Work Plus Development + Training (refer participants guide).

Work Plus Development + Training use a number of different approaches to facilitate learning and assessment for this qualification. Flexibility

In order to ensure that the business and the individuals gain the most out of this qualification, a flexible approach is taken by Work Plus Development + Training, which includes:

Undertaking a Training Needs Analysis with the business and the individuals

Negotiating the “Planned Outcomes” with the business and the individuals

Conducting all learning and assessment activities at dates, times and locations suitable to all involved

Please ask your Work Plus Development + Training representative to provide you with any further information that you require – qualification rules on following page.

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or call 03 6344 3747 to talk to a
Work Plus Development + Training representative today**

Certificate IV in Business Sales – the qualification rules

Requiring 10 units for the qualification.

One core unit:

- BSBOHS407A Monitor a safe workplace

9 elective units

At least **5** of the **elective units** must be selected from the sales units listed below.

At least **3** of the **elective units** must be selected from the remaining sales units or the elective units listed below.

The **1** other **elective unit** may be selected from the remaining elective units listed below, the BSB07 Business Services Training Package or any other currently endorsed national Training Package.

Where not listed below, the unit may be selected from either a Certificate III or Diploma qualification.

Sales Units

- 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

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
- BSBADM409A Coordinate business resources
- BSBINT401B Research international business opportunities
- BSBCMM401A Make a presentation
- BSBITU301A Create and use databases
- 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
- BSBMKG414A Undertake marketing activities
- BSBMKG415A Research international markets
- BSBMKG416A Market goods and services internationally
- BSBREL401A Establish networks
- BSBREL403A Implement international client relationship strategies
- BSBRES401A Analyse and present research information

- BSBSLS501A Develop a sales plan
- BSBSLS502A Lead and manage a sales team
- BSBWOR401A Establish effective workplace relationships
- BSBWOR402A Promote team effectiveness

Pathways from the qualification

After achieving the BSB40607 Certificate IV in Business Sales, candidates may wish to undertake the BSB51207 Diploma of Marketing, a qualification for marketing team leaders or marketing managers who have responsibility for managing a team and for those required to manage the marketing function within an organisation, or a range of other Diploma qualifications.

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