



This dual qualification program comprises

5 MODULES of learning:

1. Preparing for a career in sales and Committing to Success
2. Understanding the Customer & Addressing their needs
3. Managing the Sales Process & Successful Sales Techniques
4. Building & Motivating the Sales Team to Deliver Real Results
5. Planning for Success: Developing the Sales Plan, Strategies and KPI's

Learning Modules	Link to Units	Overview of Module Content
1. Preparing for a career in sales and Committing to Success	BSBWOR501B Manage personal work priorities and professional development	<p>This introductory module outlines how the program works online and the support you will have as well as how you will be assessed. It also gives you a broad overview of the career opportunities in sales, where this dual qualification program can take you as well as how to get there with structured career planning & goal setting as well as strategies to make sure you get the job you want.</p> <p>TOPICS INCLUDE: An Introduction to Sales and Sales Management; 21st Century Selling and global career opportunities and seeing yourself as a self-employed sales consultant, sales professional or a sales manager for a company. What drives success? The personal drivers you need to succeed. How this dual-program works and what you need to do to succeed. Career planning and setting personal goals to achieve your plan developing that goal orientation.</p>
2. Understanding the Customer & Addressing their needs	BSBCUS501C Manage quality customer service & BSBCUS401B Coordinate implementation of customer service strategies BSBCUS402B Address customer needs BSBREL402A Build client relationships and business networks	<p>Delivering excellent customer service is one of the key ingredients for business sales. It's that special personal relationship with one customer and one associate that provides the link to sales and repeat sales.</p> <p>Organisations have relationships with strategic partners, suppliers and customers and in this global economy often the only true competitive advantage an organisation has is its customer service.</p> <p>TOPICS INCLUDE: Understanding the customer and creating a GREAT first impression; Building instant Rapport with customers by understanding their problems; Defining the various roles customers play, different decision-making protocols and decision-making processes;</p>

	<p>BSBSLS407A Identify and plan sales prospects</p>	<p>Understanding logical business drivers that underpin a business case and the desired future of the client; Identifying what's most important to the prospect; Understand decision-makers personal risk tolerance and risk profiles; Present a valid business case; Interpret buyer expectations, identify customer buying signals, effectively handle customer objections: Negotiate and develop ongoing viable business partnerships and build outstanding sales relationships with existing, and would-be customers; The role of body language and gestures in face-to-face situations and how to use it to your advantage. Verbal and non-verbal signals; cultural differences; Critical communication skills in selling i.e. questioning, listening, analysis, problem solving, solutions development, influencing, recommending and closing. Consumer law & working to legislation, org. standards & policies, trading terms etc.; Effective questioning techniques & their importance in the sales process; barriers to sales & managing complaints; records management and using a CRM.</p>
<p>3. Managing the Sales Process & Successful Sales Techniques</p>	<p>BSBPRO401A Develop product knowledge BSBSLS408A Present, secure and support sales solutions BSBCMM401A Make a presentation</p>	<p>This is the hard edge of sales and the requisite sales skills including excellent product knowledge and the ability to articulate it as well as the ability to read a customer and identify what they want so you can design your sales process to ensure you provide it.</p> <p>TOPICS INCLUDE: Product strategies i.e. 360° Product Knowledge; product lifecycles; understanding competitors & competitor analysis; features and benefits; product pricing; Spin selling i.e. developing a questioning process; matching to needs, negotiation and closing techniques; New business & building Rapport i.e. sales targets, prospecting, building rapport, qualifying & forecasting; territory management and making the most out of major opportunities; preparing and presenting the sales presentation; Making improvements and innovating. Managing the sales process; i.e. managing the Pipeline; Accurate sales forecasting processes; Tracking revenue against goals; Sales Forecasting; Sales force analysis & reporting; Prospecting strategies and skills; Understanding the complete sales cycle process i.e. identifying leads, making appointments, closing sales and building relationships for long term business success; the right (and wrong) way to address concerns and objections; types of Power Closes and the latest tips, techniques and strategies to make more sales, more easily and how to know exactly the right time to move to the close; cementing the sale, build the relationship and guarantee a regular</p>

		stream of future business. Robust selling processes; e-sales & digital marketing strategies; selling in a digital (online) environment; lead generation & SEO; Brand messaging & value propositions; Product positioning and Ethics and values; Consumer Protections and relevant legislation and working within company policies, procedures and other regulations.
4. Building & Motivating the Sales Team to Deliver Real Results	<p>BSBSLS502A Lead and manage a sales team</p> <p>BSBMGT502B Manage people performance</p> <p>BSBWOR502B Ensure team effectiveness</p>	<p>If you want a long-term and rewarding career in business sales you need to be able to lead and manage a high-functioning sales team including setting challenging but achievable targets and then motivating and encouraging your team/s to achieve them. This unit will give you the interpersonal skills you need to work with people, manage your team and effectively engage with your sales prospect.</p> <p>TOPICS INCLUDE: Building strong work relationships; understanding the roles people play and building the high performance sales team; Leading & motivating sales teams; Communicating confidently (assertively), listening, giving/receiving feedback ; coaching and mentoring; assessing & benchmarking the gaps in your sales people; managing conflict, disputes & grievances; solving problems & decision-making; setting team and individual targets including developing goals, objectives and work plans; monitoring/measuring & reviewing performance including rewarding exceptional performers, managing poor performance and terminating underperformers in line with employment legislation. Learn the sales system, tools and frameworks required to lead and manage and exceptional sales team & How to effectively apply selling techniques that will dramatically increase your company's sales results. Understand 80/20 sales that enables you to have exquisite qualifying skills to ensure you and your team are working with qualified buyers.</p>
5. Planning for Success: Developing the Sales Plan, Strategies and KPI's	<p>BSBMGT515A Manage operational plan</p> <p>BSBSLS501A Develop a sales plan</p>	<p>To succeed and lead a winning sales team you need to have a well-developed plan in place that, not only links to the business objectives but drives performance throughout the business. This module will give you the tools you need to develop a comprehensive sales/operational plan containing key goals, objectives and KPI's delivered through innovative sales strategies and action plans.</p> <p>TOPICS INCLUDE:</p>

		<p>Develop the Sales Plan and execute a sales strategy; Understand the rhythm of the Business: researching & preparing the plan, what does the business need/ forecasting, Important clients; Sales planning; Customer and account mapping; New business development</p> <p>Developing action plans and resourcing requirements</p> <p>Building client networks and managing sales performance.</p> <p>Setting, monitoring and tracking Sales and BD goals & Objectives</p> <p>Managing risk and contingency planning</p> <p>Contributing to the company's planning processes</p> <p>Developing and managing sales budgets & preparing sales reports for senior management.</p> <p>Territory planning, planning for growth; understand your current pipeline management and CRM system, and customise our approach to your business.</p> <p>Monitoring Performance against the plan: Quarterly Reviews, Monthly Meetings, One on One Sessions;</p>
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