

Qualification Title: New Zealand Certificate in Sales (Level 3)

Qualification number: 2237

Date of review: 10 September 2018

Final decision on consistency of the qualification: *National consistency confirmed*

Threshold:

The threshold to determine sufficiency with the graduate profile was determined as evidence of:

Graduates working in entry level positions using sales skills to meet business needs and support their career opportunities by:

- Developing business relationships;
- Applying the stages of a sales process; and
- Using communication skills and negotiation strategies to influence customers.

The threshold is closely aligned to the strategic purpose and graduate profile of the qualification.

Education Organisations with sufficient evidence

Education Organisation	Final rating
Competenz	Sufficient
The Skills Organisation	Sufficient

Introduction

This 70-credit qualification is intended for people in entry level sales positions in a range of sales environments. It is also intended to establish standards of professional practice for sales skills that can provide customers with confidence in the service they receive. The qualification developer for this qualification is ServiceIQ.

Two education organisations had graduates in the programme; one had six graduates, the second had seven. The programmes were offered in work environments with ITO assessors making the assessment judgements. One programme was offered through the recognition of commercial training provided by a single organisation which was also the employer of the graduates.

Evidence

The education organisations provided a range of evidence to demonstrate that their graduates met the graduate outcomes.

The criteria used to judge the evaluation question were:

- The nature, quality and integrity of the evidence presented by the education organisation
- How well the organisation has analysed, interpreted and validated the evidence, and used the understanding gained to achieve actual or improved consistency

- The extent to which the education organisation can reasonably justify and validate claims and statements relating to the consistency of graduate outcomes, including in relation to other providers of programmes leading to the qualification

Evidence was provided of graduate feedback, employer feedback and attestations. Evidence of both internal and external moderation was provided by both education organisations.

How well does the evidence provided by the education organisation demonstrate that its graduates match the graduate outcomes at the appropriate threshold?

One of the education organisations provided examples of the workbooks and assessments used by the trainees during their programme. These materials were comprehensive as was the guidance to assessors. A number of post-moderated assessments were included as evidence of rigour. While the moderator had provided comprehensive feedback and noted areas that required change, there was no indication of subsequent actions. This would have strengthened the evidence provided.

The second education organisation programme had been mapped to the commercial training programmes of the employer. This mapping demonstrated a strong alignment to the graduate profile and qualification outcomes through the alignment of GPOs to the in-house company programme's learning objectives.

Both providers submitted a range of evidence that could be triangulated to demonstrate that its graduates match the graduate outcomes at the appropriate threshold. This included assessment and moderation evidence, programme alignment, graduate and employer feedback, and destination data.

Overall this evidence is convincing and demonstrates that graduates meet the graduate outcomes at the appropriate threshold.

Examples of good practice

Graduate feedback from both education organisations was positive. Graduates stated they were using the skills they had developed in the qualification in their current roles. Likewise, the employers confirmed graduates were using the skills in their roles.

Graduates had mostly remained with the employer where they had completed their qualification.

One organisation evidenced strong moderation processes as well as a clear alignment between the programme of study and the qualification graduate outcomes.