

Qualification Title: New Zealand Certificate in Sales (Level 4) with an optional strand in Sales Prospecting

Qualification number: 2238

Date of review: 23 August 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 being able to:

- select and apply sales tactics using knowledge of the market, customer and business processes
- develop sales proposals that meet specific sales situations
- manage a sales portfolio
- manage a sales process
- use communication styles and practices to influence customers and meet business needs.

Graduates of the Sales Prospecting strand will also be able to:

- Plan and implement new sales opportunities with potential customer

Tertiary Education Organisations with sufficient evidence

Tertiary Education Organisation	Final rating
The Skills Organisation	Sufficient

Introduction

The purpose of this 75 credit Level 4 qualification is to provide competent employees who are able to work in senior sales representative or account manager roles in the sales sector. The qualification is for individuals who are working in senior sales representative or account manager roles, and a credential that will support their career opportunities across a range of organisations in the sales sector. It also provides standards of professional practice for a broad range of sales activities including portfolio management that will provide clients with confidence in the service being provided. The optional endorsement (strand) in Sales Prospecting enables individuals to specialise in planning and implementing new sales opportunities. This endorsement was not considered during this review, as the programme did not include this option.

There are two tertiary education organisations with approval to award the qualification, however Skills Organisation is the only one with graduates. There are 14 graduates from one workplace during the review period. A representative of Service IQ, the qualification developer, also participated in the review meeting, conducted via teleconference.

Evidence

The education organisation provided a range of evidence to demonstrate that their graduates met the graduate profile 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

The range of evidence included:

Programme related evidence

- A programme approval letter identifying the unit standards to be assessed that demonstrate that each of the outcomes had been achieved.
- The Alignment Report detailing the process to align the internal training programmes and key performance indicators with the qualification and approved programme. This report confirmed a robust process had been undertaken, and there were no training gaps.
- The Pre-Assessment Alignment and Qualification Linking report from Service IQ confirmed the alignment was robust and all training delivery, naturally occurring workplace evidence and specific assessment activities met the outcomes and evidence requirements for the programme.
- The Post Assessment Moderation conducted by Skills Organisation, confirmed the authenticity of evidence and consistency of assessor judgements
- The Skills Organisation assessor confirmed a high level of confidence in the robust alignment process, supported by the evidence matrix and assessment checkpoints, and the support from the Industry Training Organisation (ITO) in provision of training and moderation. Other factors include the support and buy-in from the company; and the quality of the naturally occurring evidence produced as part of the candidate's work over a period of eight months.

Stakeholder feedback evidence

- Surveys of the graduates and their supervisors asked closed (yes/no) questions as to whether the programme had enabled the graduates to demonstrate each of the graduate profile outcomes. Results were very positive from both surveys. The questions and results provided triangulated evidence.
- A letter from the company attested that graduates were well versed, competent and confident in accordance with the graduate profile outcomes, and that due to the nature of the work they consistently exhibited competence repeatedly over time.

Graduates feedback and destination evidence

As noted above results of the survey completed by all 14 graduates, unanimously affirmed that attaining the qualification assisted them in their roles. Prior to the training they had all been working as sales professionals in the company and had a proven track record. Although, career progression information has not been formally collected, Skills Organisation

has reported on two individuals who had progressed within the company, one to Store Manager, and another to an internal trainer role.

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

The Skills Organisation presents a convincing case of evidence and justification that graduates match the outcome profile at the threshold described above. The evidence provided and summarised in the Self-Assessment Report for the consistency review came from three common sources: programme related evidence, feedback from the employer and the graduates, as well as the ITO at the meeting.

The process detailed in the Alignment Report, supported by Service IQ's pre-moderation report, and the post-assessment moderation results collectively demonstrated a robust process had been undertaken to align the workplace training and assessment practices with the programme and the graduate profile outcomes. This is further supported by the Assessor's verbal testament and explanation of her confidence in the quality of the naturally occurring evidence and assessment tasks as part of the workplace practices. The graduate and supervisor survey results supported the judgements, as did the attestation from the Learning and Development Lead in the company.

This evidence makes a convincing case that Skill's Organisation's evidence demonstrates that its graduates match the graduate outcomes at the appropriate threshold.

Examples of good practice

The Alignment process and the robust evidence provided to support it of the graduation profile outcomes and the programme with the internal training programme and the key performance indicators.

Recommendations to Qualification Developer

No recommendations.