

Field Service Sector**Revision and Rollover of *Retail, Distribution, and Sales* unit standards**

Subfield	Domain	ID
Retail, Distribution, and Sales	Sales	26857-26861, 26862 , 26863-26867, 26871, 26873, 26875, 26876
	Wholesale	10458

The Retail Institute has completed the revision of the unit standards listed above. The unit standard shown in **bold** has also been rolled over.

Date new versions published**November 2012****Planned review dates**

10458	December 2013
26857-26861, 26862, 26863-26867, 26871, 26873, 26875, 26876	December 2015

Summary

A revision of the unit standards in the National Certificate in Sales (Level 3) [Ref: 1649] and the National Certificate in Sales (Level 4) [Ref: 1650] was carried out to overcome minor mismatches between the unit standards and industry practice which were highlighted by the development of training and assessment resources. This did not cover all the unit standards in the domains as a full review will be included in the Mandatory Review of Retail qualifications.

Meetings were held with the members of the consortium of Industry Training Organisations who were involved in the development of these unit standards. These meetings examined the difficulties with the use of the unit standards and changes were proposed. Amended unit standards were circulated, modified as required, and agreement obtained. The Industry Training Organisation (ITO) consortium included Communications and Media ITO, Competenz, Forest Industries Training and Education Council (FITEC), NZ Motor Industry Training Organisation (Incorporated), Retail Institute, and Skills Active Aotearoa.

Although this revision process recognised that some changes in structure of the qualifications may be required, this will be included in the Mandatory Review of Retail qualifications. Only those unit standards requiring changes that did not impact on the structure of the qualification were submitted for changes.

Main changes

- Explanatory notes modified by:
 - listing legislation and definitions in alphabetical order
 - expanding list of definitions
 - changing assessment information statements.
- Many range statements modified from 'include ...' to 'may include but not limited to'.
- Terminology clarified throughout unit standards to match industry usage.
- AMAP replaced with CMR and related changes to match new template for unit standards.

Detailed list of unit standards – classification, title, level, and credits

Service Sector > Retail, Distribution, and Sales > Sales

ID	Title	Level	Credit
26857	Apply knowledge of target markets, buyer behaviour and marketing mix to sales situations	3	10
26858	Examine sales roles and produce a personal development plan for a career in sales	3	4
26859	Apply knowledge of business performance measures to sales situations	3	4
26860	Manage buyer resistance in sales situations	3	4
26861	Apply sales skills and tools to sales situations	3	10
26862	Negotiate sales in one-on-one situations	3	4
26863	Demonstrate knowledge of business ethics and corporate social responsibility as they apply to sales professionals	3	4
26864	Apply knowledge of the sales process to sales situations	3	6
26865	Apply knowledge of customer focused business relationships to sales situations	3	4
26866	Manage and facilitate sales negotiations	4	6
26867	Analyse customer decision making processes and communicate with the Decision Making Unit (DMU) in sales situations	4	4
26871	Improve business performance in sales roles	4	8
26873	Develop, submit and evaluate sales proposals	4	6
26875	Use prospecting to develop new business and use a sales pipeline effectively	4	3
26876	Prepare and conduct sales meetings with prospects or clients	4	4

Service Sector > Retail, Distribution, and Sales > Wholesale

ID	Title	Level	Credit
10458	Communicate product information to sales clients	4	5