

Title	Coordinate and develop the sales team		
Level	5	Credits	7

Purpose	People credited with this unit standard are able to: identify needs of the sales team; develop the sales team; coordinate sales team activities; and report on coordination and development of the sales team.
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Classification	Retail, Distribution, and Sales > Sales
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Available grade	Achieved
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Guidance Information

- 1 All tasks are to be carried out in accordance with organisational procedures.
- 2 Evidence is required of competent performance in a sales management context.
- 3 This unit standard may be assessed against in a work-based environment, or in an education and training environment if simulated business conditions are provided, or in a combination of both environments.
- 4 Definitions
Organisational procedures referred to in this unit standard may include but are not limited to the applicable procedures found in the following: organisational performance guidelines and standards; government and local body legislation.
- 5 Legislation relevant to this unit standard includes but is not limited to: Consumer Guarantees Act 1993, Fair Trading Act 1986, Privacy Act 1993, Credit Contracts and Consumer Finance Act 2003, Contract and Commercial Law Act 2017.

Outcomes and performance criteria

Outcome 1

Identify needs of the sales team.

Performance criteria

1.1 Performance indicators for sales team are identified.

Range may include but is not limited to – knowledge of organisation, knowledge of market, knowledge of clients, knowledge of products, knowledge of procedures, knowledge of standards, sales skills, customer service skills, communication skills, self-management skills, personal qualities, legislative compliance, feedback, environment, documentation.

1.2 Capability of sales team is assessed and development requirements are established.

Range may include but is not limited to – analysis of results, consultation, feedback, observation, budgeting, performance appraisal, key performance indicators.

1.3 Development plans are prepared for all members of sales team to meet identified skills gaps.

Range may include but is not limited to – objectives, goals, performance requirements, focus, performance development plan, development activities, responsibilities, time frames, budget, feedback and reporting procedures.

Outcome 2

Develop the sales team.

Performance criteria

2.1 Development plans for all members of sales team are implemented.

Range may include but is not limited to – researching, coaching, provision of resources, support, encouragement, feedback, compliance with organisational procedures, adjustment of procedures, revision of systems.

2.2 Accurate and constructive feedback is provided on performance and development.

2.3 Development plans are reviewed and adjusted to ensure focus on current performance requirements.

Range may include but is not limited to – analysis of results, consultation, discussion, feedback, reporting, negotiation, budgeting, approval.

Outcome 3

Coordinate sales team activities.

Performance criteria

3.1 Goals and objectives of sales team are identified and assigned.

Range may include but is not limited to – market analysis, forecasting, consultation with sales team, potential and actual customers, establishment of targets, standards, performance requirements, outputs, time lines, planning, budgeting, documenting, agreement, approval;
evidence of six is required.

3.2 Activities of sales team are monitored and coordinated internally in terms of achievement of goals and objectives.

Range monitoring may include but is not limited to – observation, analysis of results, feedback from sales team;
internal coordination may include but is not limited to – feedback, negotiation, revision, adjustment, flexibility, results-focus, customer focus.

3.3 Sales team activities are coordinated with other business functions.

Range may include but is not limited to – management, collaboration, administration, marketing, product development, sales development and maintenance, new business development.

Outcome 4

Report on coordination and development of the sales team.

Performance criteria

4.1 Sales team activities are reported.

Range reporting may include but is not limited to – marketing, selling, customer service, customer satisfaction, sales results, resources, personnel development, effectiveness, changes, issues, implications, need for adjustments, forecasts;
evidence of six reporting elements is required.

4.2 The sales team is managed in terms of the reported information.

Range may include but is not limited to – information on organisation of sales, sales environment, products, policies and procedures, factors affecting achievement of sales team objectives.

Planned review date	31 December 2021
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	21 March 1997	31 December 2018
Revision	2	3 May 2002	31 December 2018
Revision	3	20 January 2006	31 December 2018
Review	4	20 June 2008	31 December 2018
Review	5	8 December 2016	31 December 2021
Revision	6	29 March 2018	N/A

Consent and Moderation Requirements (CMR) reference	0225
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Comments on this unit standard

Please contact ServicelQ qualifications@ServicelQ.org.nz if you wish to suggest changes to the content of this unit standard.