

<b>Title</b>	<b>Identify, interpret, and evaluate trends in personal selling</b>		
<b>Level</b>	<b>5</b>	<b>Credits</b>	<b>5</b>

<b>Purpose</b>	People credited with this unit standard are able to: identify and evaluate technologies; identify and evaluate organisational factors; interpret legal, regulatory, and social trends; and interpret international and global trends; that impact on personal selling.
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<b>Classification</b>	Retail, Distribution, and Sales > Sales
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<b>Available grade</b>	Achieved
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### Guidance Information

- 1 Evidence is required of competent performance in a sales management context.
- 2 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.
- 3 **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.  
*Personal selling* refers to retail and wholesale sales activities in which a salesperson actively presents products to customers in seeking to make a sale. Sales activities may include but are not limited to – identification of customers, development of product knowledge; marketing; promotion; prospecting; knowledge of customer service standards; gaining appointments; choosing sales approaches; meeting customers; identifying customer needs and requirements; demonstrating products; use of selling techniques; use of sales aids; making sales pitches; overcoming objections; closing sales, completing documentation, receiving payments; recording sales; using sales technologies; providing after-sales service, following up sales, sales analysis.  
*Product* refers to goods or services.  
*Trend* refers to a general direction or tendency.
- 4 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.

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## Outcomes and performance criteria

### Outcome 1

Identify and evaluate technologies that impact on personal selling.

#### Performance criteria

- 1.1 The benefits and constraints of communications technologies affecting personal selling are identified.
- Range communications technologies already in use, potential new communications technologies.
- 1.2 The benefits and constraint of transportation technologies affecting personal selling are identified.
- Range transport technologies already in use, potential new transport technologies.
- 1.3 The benefits and constraints of computer technologies affecting personal selling are identified.
- Range computer technologies already in use, potential new computer technologies.
- 1.4 Implications of communications, transport and computer technologies are evaluated in terms of effectiveness of personal selling.

### Outcome 2

Identify and evaluate organisational factors that influence the effectiveness of personal selling.

#### Performance criteria

- 2.1 The effectiveness for personal selling of sales approaches and techniques are identified and evaluated.
- Range may include but is not limited to – direct marketing, campaigning, targeting, mail-out, personal contact, internet selling, telephone selling, building relationships.
- 2.2 The effectiveness for personal selling of the composition and organisation of the sales team are evaluated.
- Range may include but is not limited to – number, skills, gender makeup, ethnic makeup, succession planning, experience, communication, team work.

2.3 The effectiveness of personal selling of the sales team is evaluated against industry and professional standards.

Range may include but is not limited to – professionalism, recognition, credibility, relevance, education, training, qualifications, membership of professional bodies, networking.

### Outcome 3

Interpret legal, regulatory, and social trends that impact on personal selling.

#### Performance criteria

3.1 The impact on personal selling of current legislation is identified and interpreted.

3.2 Consumer and political environment are monitored to identify pressures for further legislation and their potential impact on personal selling is interpreted.

Range may include but is not limited to – demand for social responsibility; focus on ethical sales practices; organisation of watchdog consumer groups or political or community pressure groups.

### Outcome 4

Interpret international and global trends that impact on personal selling.

#### Performance criteria

4.1 The impact of political and economic policies on personal selling is identified in relation to international and global markets.

Range policies of New Zealand and countries in actual or potential international markets.

4.2 The impact of global communication technologies on personal selling in relation to international and global markets is identified.

4.3 The benefits and constraints of entry modes to international and global markets are identified and evaluated.

Range may include but is not limited to – exporting, licensing, franchising, building long-term relationships, countertrade, joint ventures, establishment of subsidiaries, management contracts.

4.4 The benefits and constraints of strategies and structures for personal selling in international and global markets are identified and evaluated.

Range may include but is not limited to – marketing, customer service, communications, sales approaches and techniques, after-sales service, follow-up.

4.5 Implications on personal selling are evaluated for international and global markets.

Range political and economic policies, global communications technologies, entry modes, strategies and structures for personal selling.

<b>Planned review date</b>	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

<b>Consent and Moderation Requirements (CMR) reference</b>	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](mailto:qualifications@ServicelQ.org.nz) if you wish to suggest changes to the content of this unit standard.