

<b>Title</b>	<b>Identify, interpret, and apply direct selling techniques and strategies</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: investigate factors affecting direct selling; differentiate direct selling techniques and strategies for specific sales situations; evaluate direct selling opportunities in specific sales situations; and apply direct selling techniques and strategies.
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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  
*Direct selling* refers to selling methods where there is direct sales contact between buyer and seller in the buyer's environment rather than in a retail store environment.  
*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.  
*Product* refers to goods or services.
- 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.
- 5 Evidence is required for direct selling to different clients on two occasions.

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### Outcomes and performance criteria

#### Outcome 1

Investigate factors affecting direct selling in accordance with organisational procedures.

**Performance criteria**

- 1.1 Factors affecting direct selling are identified.
- Range may include but is not limited to – business goals and objectives; markets, economic environment.
- 1.2 Implications of factors affecting direct selling are identified and evaluated.
- Range effect on direct selling techniques, effect on direct selling strategies.

**Outcome 2**

Differentiate direct selling techniques and strategies for specific sales situations.

**Performance criteria**

- 2.1 Direct selling techniques and strategies are evaluated in terms of effectiveness in specific sales situations.
- Range may include but is not limited to – markets, products, customers and their expectations, sales environment, location.
- 2.2 Direct selling techniques and strategies are matched to specific sales situations in accordance with organisational procedures.
- Range may include but is not limited to – achievement of goals and objectives, customer service, responsiveness, competitiveness, profitability, ongoing business.

**Outcome 3**

Evaluate direct selling opportunities in specific sales situations in accordance with organisational procedures.

**Performance criteria**

- 3.1 Potential for implementation of direct selling strategies is evaluated.
- Range may include but is not limited to – products, markets, customers.
- 3.2 Adjustments in direct selling techniques and strategies required to take advantage of specific opportunities are identified and implemented.
- Range may include but are not limited to – policies, procedures, approaches, methods, personnel, skills, attitudes, resources, incentives, motivation.

**Outcome 4**

Apply direct selling techniques and strategies in accordance with organisational procedures.

**Performance criteria**

4.1 Direct selling techniques and strategies are applied in specific sales situations.

4.2 Effectiveness of direct selling techniques and strategies is monitored and evaluated.

Range may include but are not limited to – responsiveness to customer needs, making of sales, achievement of goals and objectives, market perceptions, relationships.

4.3 Procedures for improving direct selling techniques and strategies are implemented.

Range may include but is not limited to – setting development objectives, upskilling, providing resources, adjusting policies and procedures.

<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.