

Title	Produce analyses, budget estimates, and processes to implement and monitor budgets for sales operations and activities		
Level	6	Credits	10

Purpose	People credited with this unit standard are able to: evaluate market potential; prepare sales forecasts; produce estimates of sales revenue, selling expenses, and profit contribution; prepare sales budgets; and establish processes to implement and monitor sales budget.
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Classification	Retail, Distribution, and Sales > Sales
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Available grade	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.
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 production of two sales budgets.

Outcomes and performance criteria

Outcome 1

Evaluate market potential in accordance with organisational procedures.

Performance criteria

1.1 Market potential is evaluated.

Range may include but is not limited to – existing markets, new markets, markets for particular products or brands, international markets, market share, product or brand recognition, profitability, viability.

1.2 Sales potential in specified markets is evaluated.

Range may include but is not limited to – previous sales history, sales volume, impact on competing products and brands, new business, repeat business, competition, customer loyalty, brand loyalty, customer relationships, customer expectations.

Outcome 2

Prepare sales forecasts.

Performance criteria

2.1 Factors affecting sales in specified markets are identified in accordance with organisational procedures.

Range may include but is not limited to – economic conditions, sales history, sales strategies, competitor sales, customer needs and expectations.

2.2 Qualitative and quantitative forecasting methods are evaluated and selected as relevant for specified markets.

2.3 Sales forecasts for specified markets are produced in accordance with organisational procedures.

Range short term, long term.

2.4 Sales forecasts for specified markets are monitored and evaluated in relation to actual sales performance in accordance with organisational procedures.

Range may include but is not limited to – identification and explanation of variations, adjustment of forecasts, reforecasting, improvement in accuracy of forecasts.

Outcome 3

Produce estimates of sales revenue, selling expenses, and profit contribution.

Performance criteria

3.1 Market environments are assessed in terms of potential impact on sales activities in accordance with organisational procedures.

- 3.2 Projected revenue for specified markets is calculated in accordance with organisational procedures.
- Range may include but is not limited to – products, sales volume, sales type, price, time frame.
- 3.3 Estimates of selling expenses for specified markets are calculated in accordance with organisational procedures.
- Range fixed expenses, variable expenses.
- 3.4 Estimates of profit contribution from specified markets are identified and evaluated in accordance with organisational procedures.
- Range may include but is not limited to – overall sales performance, contribution to achievement of sales objectives, integration with other organisation functions and activities, return on investment, resourcing issues.
- 3.5 Estimates of sales revenue, selling expenses, and profit contribution are used to identify opportunities for further business.
- Range may include but is not limited to – new markets, new customers, new products, diversification, new sales strategies, ongoing sales.

Outcome 4

Prepare sales budgets.

Performance criteria

- 4.1 Sales budgets are prepared for specified sales activities.
- Range may include but is not limited to – budgets for markets, products, territories, customers, organisations, centres, activities, projects, campaigns, salespeople, periods.
- 4.2 Sales budgets are prepared consistent with achievement of organisational sales objectives.
- Range may include but is not limited to – sales revenue, selling expenses, profit, targets, accountabilities, timing, resources.
- 4.3 Sales budgets are prepared to meet the needs of the sales organisation.
- Range may include but is not limited to – management, marketing, sales centre, sales territory, staff, stakeholders.
- 4.4 Sales budgets are prepared in accordance with organisational procedures.
- Range may include but is not limited to – drafting, presentation, approval, agreement, documentation, sign-off, reporting, updating, revision.

Outcome 5

Establish processes to implement and monitor sales budgets in accordance with organisational procedures.

Performance criteria

5.1 Processes for implementation of sales budgets are established.

Range may include but is not limited to – allocation of responsibilities, establishing accountabilities, gathering data, analysis of results.

5.2 Methods are established to provide for monitoring of actual performance against forecasts.

Range methods may include but are not limited to – responsibilities, accountabilities, income, expenditure, performance, variations, responsiveness.

5.3 Methods for improving development and implementation of sales budgets are applied.

Range methods may include but are not limited to – setting development objectives, upskilling, providing resources, adjusting targets, adjusting strategies, adjusting budgets, gathering feedback, analysis of reporting.

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.