

Title	Manage sales operations to achieve objectives		
Level	7	Credits	10

Purpose	People credited with this unit standard are able to: evaluate effectiveness of sales operation; develop policies and procedures for sales operation; coordinate and monitor activities of sales operation; manage relationships and alliances; and manage achievement of organisational objectives for sales operation.
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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 an organisational management context.
- 2 Definitions
Manage may include but is not limited to – self-management, teamwork, planning, communication, consultation, negotiation, compromise, direction, leadership, coordination, control, respect, ethics, supervision, monitoring, evaluation, feedback, reporting.
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.
- 3 Legislation relevant to this unit standard includes but is not limited to: Consumer Guarantees Act 1993, Fair Trading Act 1986, Credit Contracts and Consumer Finance Act 2003, Contract and Commercial Law Act 2017, Privacy Act 1993, Employment Relations Act 2000, Health and Safety at Work Act 2015, Human Rights Act 1993.

Outcomes and performance criteria

Outcome 1

Evaluate effectiveness of sales operation.

Performance criteria

- 1.1 Factors influencing effectiveness of sales operations are identified and described in accordance with organisational procedures.
- Range factors may include but are not limited to – markets, market share, growth opportunities, customer base, customer loyalty, competition, marketing, product range and life cycle, suppliers, production, purchasing, finance, location, image, expectations, brand loyalty, price sensitivity, organisational structure, personnel, technology, communication, relationships, alliances, contribution of business functions, expertise, experience, motivation and preferences of staff, ability to meet customer needs ability to counter competition, efficiency of management and administration, cost effectiveness, sales approaches, sales forecasts, profitability, overheads, resources, economic environment, competitive environment, technological environment, political environment, social environment, cultural environment, health and safety, legislation;
evidence of twelve factors is required.
- 1.2 Strategic directions for effectiveness of sales operations are identified, established, and documented in accordance with organisational procedures
- 1.3 Relevant factors influencing effectiveness of sales operations are analysed in terms of strategic directions for the business.
- Range may include but is not limited to – issues, policies, procedures, options, goals, objectives, opportunities, constraints, strategies, approaches, resources, costs, return on investment.

Outcome 2

Develop policies and procedures for sales operation.

Performance criteria

- 2.1 Policies and procedures are developed in consultation with personnel from related business functions.
- Range may include but is not limited to – management, finance, production, marketing, human resources, sales, administration, storage, transport, stakeholders.
- 2.2 Policies and procedures developed are checked for consistency with established strategic directions.
- Range may include but is not limited to – integrating business functions, profitability.
- 2.3 Policies and procedures are monitored and evaluated, and improvements are developed and implemented.

- 2.4 Policies and procedures are established and documented in accordance with organisational procedures.
- 2.5 Policies and procedures are communicated to all stakeholders in accordance with organisational procedures.

Outcome 3

Coordinate and monitor activities of sales operation in accordance with organisational procedures.

Performance criteria

- 3.1 Responsibilities and accountabilities for activities of sales operation are assigned.
- Range may include but is not limited to – job design, recruitment performance review, quality management, delegation, health and safety, employee relations.
- 3.2 Activities of sales operation are monitored.
- Range may include but is not limited to – customer satisfaction, sales environment, problem-solving, communications; monitoring methods may include but are not limited to – observation, results, profitability, customer relationships, feedback, performance management.

Outcome 4

Manage relationships and alliances of the business in accordance with organisational procedures.

Performance criteria

- 4.1 Internal relationships are managed to ensure business functions are integrated and contribute to effective operation of the business.
- 4.2 External business relationships are managed to ensure effective and profitable operation of the business.
- Range may include but is not limited to – customers, producers, suppliers, wholesalers, retailers, transporters, stakeholders.
- 4.3 Internal and external strategic alliances are managed to ensure effective and profitable operation of the business.
- Range may include but is not limited to – individuals, organisations, teams, territories, sectors.

Outcome 5

Manage achievement of organisational objectives for sales operations in accordance with organisational procedures.

Performance criteria

5.1 Organisational objectives for sales operations are developed and established.

Range may include but is not limited to – specific, measurable, achievable, results-focused, time bound, consistent with established strategic directions, match customer requirements.

5.2 Achievement of organisational objectives is monitored and evaluated.

Range may include but is not limited to – targets, products, approaches, structures, personnel, focus, resources, incentives, value to customers, responsiveness, profitability, variations, implications.

5.3 Procedures for improving achievement of organisational objectives are implemented.

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.