

<b>Title</b>	<b>Identify and evaluate sales organisation factors for international operations</b>		
<b>Level</b>	<b>7</b>	<b>Credits</b>	<b>10</b>

<b>Purpose</b>	People credited with this unit standard are able to: evaluate internal and external environmental factors impacting on international markets; and identify factors affecting integration of international markets with organisational sales operations and activities.
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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 This unit standard identifies factors for sales operations and for the integration of sales and marketing activities.
- 2 Evidence is required of competent performance in a sales management context.
- 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, Credit Contracts and Consumer Finance Act 2003, Contract and Commercial Law Act 2017; Privacy Act 2020.

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### Outcomes and performance criteria

#### Outcome 1

Evaluate internal environmental factors impacting on international markets.

**Performance criteria**

- 1.1 Internal environmental factors affecting potential international markets are evaluated in terms of their potential impact on sales operations and activities.

Range factors may include but are not limited to – products; markets, customers, sales volume, market share, marketing mix, profitability, viability, product or brand recognition, customer relationships, new business, repeat business, coverage, responsiveness, organisational policies and procedures, sales strategies, personnel, recruitment, selection, support for sales personnel in foreign countries, attitudes, financial resources, incentives, motivation, achievement of sales objectives; evidence of seven factors is required.

**Outcome 2**

Evaluate external environmental factors impacting on international markets.

**Performance criteria**

- 2.1 External environmental factors affecting potential international markets are evaluated in terms of their potential impact on sales operations and activities.

Range factors may include but are not limited to – products; markets, customers, sales volume, market share, marketing mix, profitability, viability, product or brand recognition, customer relationships, new business, repeat business, coverage, responsiveness, organisational policies and procedures, sales strategies, personnel, attitudes, financial resources, incentives, motivation, achievement of sales objectives; evidence of seven factors is required.

**Outcome 3**

Identify factors affecting integration of international markets with organisational sales operations and activities.

**Performance criteria**

- 3.1 External and internal environmental factors affecting integration of international markets with sales operations and activities are identified in accordance with organisational procedures.

3.2 Strategies for integration of international markets with sales operations and activities are identified in accordance with organisational procedures.

**Range** strategies may include but are not limited to – strategies for consultation, negotiation, recognising market conditions, market entry, marketing, marketing mix, selling, meeting customer needs and preferences, contracting, communication, coordination, transport, resourcing, customer service, product support, administration, receipt of payments, management of foreign exchange, support of personnel in foreign countries, being responsive to economic, political or legislative environment; budgeting; evidence of five strategies is required.

3.3 Structural measures for integration of international markets with sales operations and activities are identified in accordance with organisational procedures.

**Range** structural measures may include but are not limited to – policies, procedures, relationships, contracts, territories, responsibilities, accountabilities, personnel, recruitment, selection, compensation, support, financial resources, incentives, goals, objectives, budget.

3.4 Factors affecting integration of international markets with sales operations and activities are established and documented in accordance with organisational procedures.

3.5 Factors affecting integration of international markets with sales operations and activities are communicated to stakeholders in accordance with organisational procedures.

<b>Planned review date</b>	31 December 2027
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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	31 December 2024
Review	7	26 January 2023	N/A

<b>Consent and Moderation Requirements (CMR) reference</b>	0112
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

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**Comments on this unit standard**

Please contact Ringa Hora Services Workforce Development Council [qualifications@ringahora.nz](mailto:qualifications@ringahora.nz) if you wish to suggest changes to the content of this unit standard.