

<b>Title</b>	<b>Establish a presence in the boat sales and brokerage market and build a client base</b>		
<b>Level</b>	<b>4</b>	<b>Credits</b>	<b>3</b>

<b>Purpose</b>	<p>People credited with this unit standard are able to analyse profiles of boating areas and build and develop a client base.</p> <p>This unit standard is applicable to the individual staff of boat sales and brokerage practices.</p>
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<b>Classification</b>	Boating Industries > Marine Sales and Services
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<b>Available grade</b>	Achieved
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### Guidance Information

- 1 Learners undertaking assessment against this unit standard are expected to comply with the following legislation and any subsequent amendments –
  - Maritime Transport Act 1994
  - Fair Trading Act 1986
  - Consumer Guarantees Act 1993.
- 2 Recommended for entry: Unit 11765, *Explain principles of law and ethics applying to boat brokerage and the sale of boats on behalf of owners.*
- 3 Range clients – sellers, purchasers.

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### Outcomes and performance criteria

#### Outcome 1

Analyse profiles of boating areas.

#### Performance criteria

- 1.1 Boat sales and brokerage activities and opportunities are described for a selected sales territory in terms of price ranges, types of boats, population growth, income levels, services infrastructures, and utilities.
- 1.2 A selected sales territory is described in terms of market size, trends, developments, effects of business cycles, and environmental influences.

- 1.3 Descriptions and profiles of potential clients are developed for a selected sales territory.
- Range demographic and socio-economic data.
- 1.4 Analysis of the activities of competing firms, and their relative strengths and weaknesses, is described for a selected sales territory.
- 1.5 Market opportunities and threats are described in quantified terms.

## Outcome 2

Build and develop a client base.

### Performance criteria

- 2.1 A range of saleable boats is sourced to match the profile of a selected sales territory.
- 2.2 Analysis of client needs establishes boat sales and brokerage services that could satisfy those needs.
- Range services – sourcing boats, sourcing buyers and sellers.
- 2.3 Contact with clients is maintained on a regular basis so that their developing needs can be ascertained.
- 2.4 Databases and contact record systems are developed so that potential clients can be identified in relation to emerging opportunities.

**This unit standard is expiring. Assessment against the standard must take place by the last date for assessment set out below.**

### Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	27 August 1997	31 December 2022
Revision	2	9 October 1998	31 December 2022
Revision	3	21 March 2001	31 December 2022
Revision	4	16 April 2004	31 December 2022
Rollover	5	20 March 2009	31 December 2022
Rollover and Revision	6	31 May 2018	31 December 2022
Review	7	24 September 2020	31 December 2022

<b>Consent and Moderation Requirements (CMR) reference</b>	0136
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.