

<b>Title</b>	<b>Apply knowledge of target markets, buyer behaviour and marketing mix to sales situations</b>		
<b>Level</b>	<b>3</b>	<b>Credits</b>	<b>10</b>

<b>Purpose</b>	<p>This unit standard is for people beginning a career in the sales area. They could be working in a variety of different sales situations.</p> <p>People credited with this unit standard are able to: apply knowledge of target markets to sales situations; demonstrate and apply knowledge of buyer behaviour to sales situations; and apply knowledge of the marketing mix to sales situations.</p>
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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 Legislation relevant to this unit standard includes but is not limited to: Consumer Guarantees Act 1993, Credit Contracts and Consumer Finance Act 2003, Fair Trading Act 1986, Privacy Act 1993, Contract and Commercial Law Act 2017, Unsolicited Electronic Messages Act 2007.
- 2 Definitions
 

*Benefits* refer to the value the customer places on features of goods or services regardless of the price. Benefits can be anything the customer defines as of value.

*Brand* refers to the requirements set by the corporate body for financial performance, promotion, marketing, customer satisfaction, quality assurance, and staff management.

*Buyer* refers to a person who buys or agrees to buy goods or services.

*Buyer behaviour* refers to the specific behaviours related to buying and may include behaviours such – asking specific questions, body language (eye contact, nodding, smiling, leaning forward), being agreeable, seeking clarification, handling product, identifying the decision maker, seeking confirmation from others, reaching for money or order book, silence, change in tone.

*Buyer decision making process* is a systematic and measurable approach to the process that the buyer may go through in making a purchase. This process will typically involve recognising needs and wants, researching the product, using criteria to short list preferred options.

*Features* refer to characteristics of the goods or services, such as country of origin, material, brand, manufacturer, price, style, colour, size, service components, costs, location, timeframes, contingency measures.

*Marketing mix* refers to the set of controllable marketing variables that the firm blends to produce the response it wants in the target market. Also called the four P's, the

elements of the marketing mix are traditionally product, price, place and promotion. *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 and/or services.

*Product information* refers to information (such as: after-sales service, benefits, brands, care, composition, features, legislative requirements, maintenance, manufacturer, manufacturing processes, operating instructions, origin, organisational commitments, performance, price, purposes, quality, reliability, safety provisions, specifications, special precautions, storage, uses, warranties) about a product which the buyer might expect to be available.

*Sales* or *selling* refers to creating, building and sustaining mutually beneficial and profitable business through personal and organisational contact and relationships.

*Target markets* refer to the group of potential customers selected for selling and marketing. Target market descriptors include demographic (gender, age, income, occupation, education, household size, and stage in family life cycle), geographic (urban, rural), psychographic (similar attitudes, values, and lifestyles), behavioural (occasions, degree of loyalty).

- 3 The assessor is to ensure that actual sales situations are used as evidence of competency.

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## Outcomes and performance criteria

### Outcome 1

Apply knowledge of target markets to sales situations.

#### Performance criteria

- 1.1 Target markets are defined in terms of the types of customer that make a purchase.
- 1.2 Target markets are examined to determine potential sales opportunities.

### Outcome 2

Demonstrate and apply knowledge of buyer behaviour to sales situations.

#### Performance criteria

- 2.1 Factors that influence buyer behaviour are identified and described in terms of how they affect buying behaviour.
- Range factors may include but are not limited to cultural, social, personal, psychological and gender differences.
- 2.2 The buyer decision making process is examined and causes or triggers of a buyer decision are described.
- 2.3 Buyer behaviours are identified and interpreted by the salesperson in order to progress sales.

- 2.4 Buyer behaviours are responded to in order to progress sales in accordance with organisational procedures.

Range responses may include but are not limited to – asking for the order, asking questions, providing relevant information, providing clarification, including others in conversation and/or decision, smiling, making eye contact, using silence.

### Outcome 3

Apply knowledge of the marketing mix to sales situations.

#### Performance criteria

- 3.1 The elements of the marketing mix are described in terms of their relevance to the selling.

- 3.2 Brand vision and strategy are identified and described in terms of the products.

Range brand vision and strategy may include but are not limited to – expected behaviour of salespersons, product brand, company brand, competitive edge, values, dress, participation in events.

- 3.3 Product information is examined to determine relevant features and benefits to provide to the customer in sales situations.

- 3.4 Promotional methods are examined to determine their use in presenting products to a customer.

Range promotional methods may include but are not limited to – advertising, sales promotions, public relations, personal selling, direct marketing, exhibitions, trade shows, social networking, white papers, conferences.

- 3.5 The marketing mix is examined to determine customer access to products.

<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	18 March 2011	31 December 2015
Revision	2	14 November 2012	31 December 2021
Review	3	8 December 2016	31 December 2021
Revision	4	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>.

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**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.