

<b>Title</b>	<b>Apply knowledge of business performance measures to sales situations</b>		
<b>Level</b>	<b>3</b>	<b>Credits</b>	<b>4</b>

<b>Purpose</b>	<p>This unit standard is for people entering 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 demonstrate knowledge of business performance measures relating to sales, and apply business performance measures 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
 

*Business performance measures* refer to the methods of determining performance of the business.

*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.

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

*Sales performance measures* refer to the performance measures used to measure a salesperson's personal sales performance.
- 3 Assessment against outcome 2 of this unit standard is to use the candidate's actual sales experience and two different product lines or services.

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### Outcomes and performance criteria

#### Outcome 1

Demonstrate knowledge of business performance measures relating to sales.

**Performance criteria**

- 1.1 Business performance measures relating to sales are identified and described in terms of their uses.
- Range performance measures may include but are not limited to – budgets, targets, pipeline, revenue, profit, margin, average dollar sale, items per sale, lifetime, value of customer, sales per square metre of floor area, conversion rate, lead time.
- 1.2 Sales performance measures are identified and described in accordance with organisational procedures.
- Range may include but is not limited to – sales performance criteria, workplace objectives, internal sales reports, market share reports, set key performance indicators.
- 1.3 Terms and conditions of sale are identified in terms of their relationship to specific products and services.
- Range terms and conditions of sale may include but are not limited to – warranty, title and risk, when paid for in full, standard term contracts, price, payment, interest on late payment, delivery, damage, use at own risk, quotation validity, guarantees, returns.

**Outcome 2**

Apply business performance measures to sales situations.

Range evidence of two business performance measures is required for each sales situation.

**Performance criteria**

- 2.1 The effect of price discounting on profit and sales is explained.
- 2.2 Profit and sales volume calculations are used to guide sales activity in accordance with organisational procedures.
- 2.3 Business performance measure calculations are performed accurately in accordance with organisational procedures.
- 2.4 The performance measure results are interpreted and any actions determined are used to guide sales activity in accordance with organisational procedures.
- 2.5 Any terms and conditions of sale are completed and accurate information is presented to the buyer in a timely manner.

<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>.

**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.