

<b>Title</b>	<b>Manage buyer resistance in 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 buyer resistance, and manage buyer resistance in 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 All performance criteria are to be carried out in accordance with organisational procedures.
- 2 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 2020, Contract and Commercial Law Act 2017, and Unsolicited Electronic Messages Act 2007.
- 3 Definitions
 

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

*Buyer resistance* refers to the concern a prospect has regarding the product (or supplier) and how it will work for their situation.

*Customer focused* refers to the alignment of leadership, processes and people in an organisation to meet or exceed customer expectations. This leads to customer loyalty and advocacy resulting in sustainable profitability.

*Customer focused strategies* are ethical proactive plans for how to acquire, retain and grow customer base.

*Customer focused techniques* are techniques such as: asking relevant questions, providing relevant information, prior research of prospect or customer, use of appropriate body language and tone, adapting behaviour to suit different buyer types and styles, which are centred around the customer.

*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.

*Prospect* is a sales ready qualified lead. This is a potential customer that has been determined to fit the profile of an ideal customer and has been qualified according to the qualification criteria.

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

- 3 Assessment against outcome 2 of this unit standard is to use the candidate's actual sales experience.

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## Outcomes and performance criteria

### Outcome 1

Demonstrate knowledge of buyer resistance.

#### Performance criteria

- 1.1 The reasons or causes of buyer resistance are identified and described.
- Range reasons or causes may include but are not limited to – salesperson's selling style and techniques, price, approval, need, time, feature, value or benefit not being understood, resistance to change, service, loyalty.
- 1.2 The strengths and weaknesses of strategies to manage buyer resistance are compared.
- Range strategies may include but are not limited to – questioning, control and persuasion, co-operation, talking or listening.

### Outcome 2

Manage buyer resistance in sales situations.

#### Performance criteria

- 2.1 The buyer's reasons for resistance are identified, acknowledged and validated.
- 2.2 Customer focused techniques are used to eliminate buyer objections before they occur.
- Range techniques may include but are not limited to – ask relevant questions, provide relevant information, prior research of prospect or customer, use of appropriate body language and tone, adapt behaviour to suit different buyer types and styles.
- 2.3 Customer focused strategies are selected and used for managing buyer resistance.
- 2.4 The strategy selected addresses the source of resistance for the buyer.
- 2.5 Agreement is gained from the buyer that the source of resistance is satisfactorily resolved.

<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	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	31 December 2025
Review	5	26 January 2023	N/A
Revision	6	25 July 2024	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>.

**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.