

Title	Negotiate sales in one-on-one situations		
Level	3	Credits	4

Purpose	<p>This unit standard is for people entering the sales area who work under supervision. They could be working in a variety of different sales situations.</p> <p>People credited with this unit standard are able to: prepare to negotiate using organisational parameters in one-on-one sales situations; negotiate a win-win outcome in one-on-one sales situations; and give feedback on the effectiveness of one-on-one sales negotiations.</p>
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Classification	Retail, Distribution, and Sales > Sales
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Available grade	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

Agreed indicates a course of action that is accepted between two or more people and which follows organisational procedures.

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 and may or may not be features of the particular goods or services.

Negotiation refers to the mutual discussion and agreement of the terms of business between interested parties.

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.

Win-win refers to a mutually beneficial result.

Outcomes and performance criteria

Outcome 1

Prepare to negotiate using organisational parameters in one-on-one sales situations.

Performance criteria

1.1 Parameters for negotiable variables are identified and analysed in terms of what can be agreed.

Range parameters may include but are not limited to – set agenda for negotiation, understanding customer needs, confidence, timing, walk-away position, value and benefits, subsequent meetings to resolve issues, two-way dialogue.

1.2 Potential problems that could arise during negotiations are identified and solutions are formulated to address these in accordance with organisational procedures.

Outcome 2

Negotiate a win-win outcome in one-on-one sales situations in accordance with organisational procedures.

Performance criteria

2.1 The needs of the organisation are balanced against those of the customer.

2.2 Negotiation is referred to the manager or supervisor, when required.

2.3 Any concessions made by the salesperson are traded in the negotiation.

Outcome 3

Give feedback to the manager or supervisor on the effectiveness of one-on-one sales negotiations in accordance with organisational procedures.

Performance criteria

3.1 Feedback is given on the effectiveness of one-on-one sales negotiations.

Range feedback may include but is not limited to – sales person negotiates too early, excessive discounting, lack of value expressions, repeated use of concessions, high cost of sales, one sided commitments, adversarial negotiations.

3.2 Improvements to the one-on-one sales negotiation process that could be made in future are identified by the salesperson and documented.

Replacement information

This unit standard replaced unit standard 379.

Planned review date	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
Rollover and Revision	2	14 November 2012	31 December 2021
Review	3	8 December 2016	31 December 2021
Revision	4	29 March 2018	N/A

Consent and Moderation Requirements (CMR) reference	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 if you wish to suggest changes to the content of this unit standard.