

Title	Demonstrate knowledge of business ethics and corporate social responsibility as they apply to sales professionals		
Level	3	Credits	4

Purpose	<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 describe the principles of business ethics and corporate social responsibility for sales professionals, and demonstrate knowledge of business ethics and corporate social responsibility as they apply to sales professionals.</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, Human Rights Act 1993, Privacy Act 1993, Contract and Commercial Law Act 2017, Unsolicited Electronic Messages Act 2007.
- 2 Definitions

Corporate social responsibility refers to the need for people to be aware of, and be influenced by, trends and evolving norms in the wider community of the organisation and its environment. This will include, for example, respect for the sales profession internationally, recognition of the diversity of people and the intrinsic value of individuals, and awareness of community concerns over business ethics and standards.

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.

Principles, in the context of this unit standard, refer to socially recognised core ethical values, rules, and/or standards which are expected of salespeople in carrying out their duties, for example honesty.

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

Outcomes and performance criteria

Outcome 1

Describe the principles of business ethics and corporate social responsibility for sales professionals.

Performance criteria

1.1 Principles of business ethics and corporate social responsibility are described for the salesperson.

Range principles may include but are not limited to – organisational policy and procedures, codes of practice, legal requirements, current good practice, the nature of the workplace relationship, limits of own competence.

Outcome 2

Demonstrate knowledge of business ethics and corporate social responsibility as they apply to sales professionals.

Performance criteria

2.1 Situations are analysed in terms of ethical principles.

Range situations may include but are not limited to – disclosure to client or customer, handling of privileged information, duty of care to potential customer, misrepresentation, price fixing, manipulating client or customer; situations analysed must be actual situations.

2.2 Examples of corporate social responsibility are identified within own organisation.

Range examples may include but are not limited to – organisational policy and procedures, codes of practice, legal requirements, current good practice, the nature of workplace relationships, limits of own competence.

2.3 Consequences of unethical and irresponsible social behaviours are described.

Range consequences may include but are not limited to – implications to the salesperson, colleagues, the business, clients or customers, and the industry.

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
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

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.