

<b>Title</b>	<b>Manage and facilitate sales negotiations</b>		
<b>Level</b>	<b>4</b>	<b>Credits</b>	<b>6</b>

<b>Purpose</b>	<p>This unit standard is for people working in the sales area with self-autonomy. They could be working in a variety of different sales situations.</p> <p>People credited with this unit standard are able to: prepare for the sales negotiation process; manage and facilitate a win-win negotiation; and record the outcome of the sales negotiation and suggest improvements to the negotiation strategy in accordance with organisational procedures.</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, Contract and Commercial Law Act 2017, Privacy Act 1993, and Unsolicited Electronic Messages Act 2007.
- 2 Definitions
 

*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.

*Weaknesses* refer to a limitation that may hamper one from achieving personal and organisational objectives in sales.

*Win-win* refers to a mutually beneficial result.
- 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

Prepare for the sales negotiation process.

**Performance criteria**

- 1.1 The structure and stages of negotiation are identified and explained in accordance with organisational procedures.
- 1.2 The principal needs of the customer are identified and prioritised prior to the negotiation process in accordance with organisational procedures.
- 1.3 The bargaining power of the customer is assessed, and the overall negotiating position of the customer is researched and assessed prior to the negotiation process in accordance with organisational procedures.
- 1.4 Own organisation's weaknesses are identified and strategies are prepared to respond to these prior to the negotiation process in accordance with organisational procedures.
- 1.5 The key variables for negotiation are identified, and associated parameters are costed to identify minimum prices and terms that might be offered prior to the negotiation process.
- 1.6 A clear objective is identified that states an ideal outcome as well as a walk away position.

**Outcome 2**

Manage and facilitate a win-win negotiation.

**Performance criteria**

- 2.1 A sustainable win-win outcome is managed during negotiations by balancing the needs of own organisation with those of the customer organisation.
 

Range	win-win outcome may include but is not limited to – listening, respect, courtesy, fairness, calmness, open-mindedness, ability to pick up signals, consideration of all opinions and options, clarification, agreement, compromise, role definition, accuracy, factual information.
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- 2.2 Methods of managing price pressure and protecting margins are applied throughout the negotiation process in accordance with organisational procedures.
- 2.3 The negotiation is conducted and managed within limits of personal authority.
- 2.4 Strategies for dealing with tactics used by the other party to inhibit fair negotiation are used and managed.
 

Range	strategies may include but are not limited to – reaching fair agreement, preserving the relationship.
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**Outcome 3**

Record the outcome of the sales negotiation and suggest improvements to the negotiation strategy in accordance with organisational procedures.

**Performance criteria**

- 3.1 Records of the outcome of negotiations are maintained.
- 3.2 The outcome of the negotiation is analysed and suggestions for improvement of the negotiation strategies made.

<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.