

Title	Manage and facilitate sales negotiations		
Level	4	Credits	6

Purpose	<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.</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, Contract and Commercial Law Act 2017, Privacy Act 2020, 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.

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.

Performance criteria

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

Planned review date	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 2024
Review	5	26 January 2023	N/A

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