

Title	Analyse customer decision making processes and communicate with the decision making unit in sales situations		
Level	4	Credits	4

Purpose	<p>This unit standard is for people working in 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: analyse customer decision making processes in business to business (B2B) and business to consumer (B2C) markets; demonstrate knowledge of the roles and functional needs of the decision making unit (DMU); and communicate with role holders in the DMU.</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 2020, Contract and Commercial Law Act 2017, and Unsolicited Electronic Messages Act 2007.
- 2 Definitions
 - B2B* refers to business to business sales.
 - B2C* refers to business to consumer sales.
 - Buyer* refers to a person who buys or agrees to buy goods.
 - Buying process* is the systematic and measurable approach to buying a product or service.
 - DMU* refers to a decision-making unit (or buying centre) which is the person or persons in an organisation who directly or indirectly influence the purchase of goods or services.
 - 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; manufacturer’s procedures and specifications; 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.
 - Sales cycle* is the time between the first contact with a prospective customer and fulfilment of the customer order.
 - Sales process* is the systematic and measurable approach to selling a product or service.

- 3 All assessment tasks must be carried out in accordance with organisational procedures.

Outcomes and performance criteria

Outcome 1

Analyse customer decision making processes in B2B and B2C markets.

Performance criteria

- 1.1 The similarities and differences between buying decision making processes in B2B and B2C markets are analysed.
- 1.2 The impact on the sales process of customer decision making processes is analysed.

Outcome 2

Demonstrate knowledge of the roles and functional needs of the DMU.

Range roles may include but are not limited to – gatekeeper, influencer, decision maker, buyer, end user, initiator.

Performance criteria

- 2.1 The roles of DMU members are identified and explained.
- 2.2 The functional needs for each role in the DMU are identified and explained.
- 2.3 The impact of each role in the DMU on the sales cycle and the sales process is outlined.

Outcome 3

Communicate with role holders in the DMU.

Performance criteria

- 3.1 The role holders of the DMU are identified for specific sales opportunities.
- Range role holders may include but are not limited to – gatekeeper, influencer, decision maker, buyer, end user, initiator.
- 3.2 DMU role holders are communicated with during the stages of the buying process.

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

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.