

Title	Apply knowledge of customer segmentation techniques to sales situations		
Level	4	Credits	3

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 demonstrate knowledge of customer segmentation, and apply customer segmentation techniques.</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: Fair Trading Act 1986, Consumer Guarantees Act 1993, Credit Contracts and Consumer Finance Act 2003, Contract and Commercial Law Act 2017, Privacy Act 1993, Unsolicited Electronic Messages Act 2007.
- 2 Definitions

Customer segmentation refers to the process of subdividing a market.

Market segment refers to a discrete customer group that shares similar characteristics.

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.
- 3 This unit standard must be assessed against in the workplace.

Outcomes and performance criteria

Outcome 1

Demonstrate knowledge of customer segmentation.

Performance criteria

- 1.1 The purpose of customer segmentation is explained.
- 1.2 The criteria and characteristics used for needs based customer segmentation are outlined in accordance with organisational procedures.

Outcome 2

Apply customer segmentation techniques.

Performance criteria

- 2.1 Customers are segmented into needs based buying groups using customer segmentation techniques in accordance with organisational procedures.
- 2.2 The product or service offered for each customer segment is explained in terms of its impact on the market.
- Range impact includes but is not limited to – political, economic, social, technical;
evidence of two chosen market segments is required.

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 2018
Review	2	8 December 2016	31 December 2021
Revision	3	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.