

Title	Analyse and apply process and relationship sales methodologies		
Level	4	Credits	10

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: outline sales situations suited to different sales methodologies; analyse the alignment, flexibility, value and efficiency of an organisation's sales methodology; and apply different sales methodologies to sales situations.</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: Fair Trading Act 1986, Consumer Guarantees Act 1993, Credit Contracts and Consumer Finance Act 2003, Contract and Commercial Law Act 2017, Privacy Act 2020, Unsolicited Electronic Messages Act 2007.
- 2 Definitions

Buying cycle is the time between the identification of a new or existing need and the purchase of a product or service to meet that need.

Buying process is the systematic and measurable approach to buying a product or service.

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.

Process sales methodology is the primary focus on, and routine application of, a sales process in the selling situation. Typically, it would apply to new business development sales situations.

Relationship sales methodology is the primary focus on developing professional relationships in the selling situation. Typically, it would apply to maintaining, growing and defending existing business.

Sales cycle is the time between the first contact with a prospective customer and the fulfilment of the customer order.

Sales methodology is the philosophy of how you sell, and largely depends on customers, what you are selling and the competitive environment.

Sales or *selling* refers to creating, building and sustaining mutually beneficial and profitable business through personal and organisational contact and relationships.
- 3 Evidence is required for two sales situations.

Outcomes and performance criteria

Outcome 1

Outline sales situations suited to different sales methodologies.

Performance criteria

- 1.1 The sales situations best suited to a process sales methodology are outlined.
- 1.2 The sales situations best suited to a relationship sales methodology are outlined.

Outcome 2

Analyse the alignment, flexibility, value and efficiency of an organisation's sales methodology.

Performance criteria

- 2.1 The alignment of the sales methodology with the customer's buying process or preferred method of buying is analysed in accordance with organisational procedures.
- 2.2 The flexibility and adaptability of the sales methodology to the buying situation is analysed in accordance with organisational procedures.
- 2.3 The ways in which the sales methodology creates value for the customer and the seller is analysed in accordance with organisational procedures.
- 2.4 The ways in which the sales methodology increases the efficiency of the sales cycle and buying cycle is analysed in accordance with organisational procedures.

Outcome 3

Apply different sales methodologies to sales situations.

Performance criteria

- 3.1 Sales methodologies are applied to sales situations in accordance with organisational procedures.

Range sales methodologies include – process sales, relationship sales; evidence is required for the application of each sales methodology in two different sales situations.

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 2018
Review	2	8 December 2016	31 December 2021
Revision	3	29 March 2018	31 December 2024
Review	4	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.