

Title	Search for, analyse and apply sales related information		
Level	4	Credits	5

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 search for sales related information about customers and competitors to support sales activities, and analyse and apply sales related information.</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
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.
Sales related information refers to information relating to customers, competitors and markets that are required to support sales activities.
- 3 Recommended knowledge and skills: Unit 26857, *Apply knowledge of target markets, buyer behaviour and marketing mix to sales situations.*
- 4 This unit standard must be assessed against in the workplace.
- 5 Evidence is required for two sales situations.

Outcomes and performance criteria

Outcome 1

Search for sales related information about customers and competitors to support sales activities.

Performance criteria

- 1.1 Information needed about customers and competitors is identified and explained in terms of its impact on supporting sales activities.
- 1.2 Ethical considerations relating to competitor comparisons and how competitor information can be used for own organisation's benefits are outlined.
- 1.3 Sales related information is sought to support sales activities in accordance with organisational procedures.

Outcome 2

Analyse and apply sales related information.

Performance criteria

- 2.1 The suitability, relevance, validity and reliability of sales related information is determined in accordance with organisational procedures.
- 2.2 Sales related information is analysed to determine any trends in accordance with organisational procedures.
- 2.3 The sales information and trends are applied to form recommendations or make changes to the marketing mix, sales strategy, sales plans and customer strategy.
- 2.4 Sales related information is applied to sales reports and forecasts in accordance with organisational procedures.
- 2.5 Sales related information and recommendations are provided to meet customer needs in accordance with organisational procedures.

Range customers include but are not limited to – internal customers, external customers.

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

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.