

<b>Title</b>	<b>Search for, analyse and apply sales related information</b>		
<b>Level</b>	<b>4</b>	<b>Credits</b>	<b>5</b>

<b>Purpose</b>	<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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<b>Classification</b>	Retail, Distribution, and Sales > Sales
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<b>Available grade</b>	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 2020, 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.

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### 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.

<b>Planned review date</b>	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

<b>Consent and Moderation Requirements (CMR) reference</b>	0112
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

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### Comments on this unit standard

Please contact Ringa Hora Services Workforce Development Council [qualifications@ringahora.nz](mailto:qualifications@ringahora.nz) if you wish to suggest changes to the content of this unit standard.