

Title	Carry out prospecting for an automotive business		
Level	5	Credits	4

Purpose	People credited with this unit standard are able to identify and explain the principles of customer retention management and their applications for prospecting in an automotive business, prepare a prospecting plan for an automotive product, and prospect for automotive business to achieve sales targets.
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Classification	Motor Industry > Automotive 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; Fair Trading Act 1986; Motor Vehicle Sales Act 2003; Privacy Act 1993.
- 2 Definition
Company requirements refer to instructions to staff on policy and procedures which are documented in memo or manual format and are available in the workplace. These requirements include but are not limited to – company specifications and procedures, work instructions, manufacturer specifications, product quality specifications, and legislative requirements.

Outcomes and performance criteria

Outcome 1

Identify and explain the principles of customer retention management and their applications for prospecting in an automotive business.

Performance criteria

- 1.1 Collection, analysis, selection and use of customer information for prospecting purposes are identified and explained.
- 1.2 Principles are identified and explained in terms of their application to specific prospecting activities.

Outcome 2

Prepare a prospecting plan for an automotive product.

Performance criteria

- 2.1 The details of the automotive product offered are verified in accordance with company requirements.
- Range product knowledge, range, availability, pricing, related products or services, incentives.
- 2.2 A prospecting plan to identify potential customers is established by researching their immediate needs, activities and future requirements.
- Range may include but is not limited to – businesses, clubs, associations, individuals.

Outcome 3

Prospect for automotive business to achieve sales targets.

Performance criteria

- 3.1 Referred customers are approached for business in accordance with company requirements.
- 3.2 Direct mailing is carried out in accordance with company requirements.
- 3.3 Prospecting of pre-selected potential customers is carried out in a manner which promotes customer interest.
- Range may include but is not limited to – telephone, internet, email, text message.
- 3.4 Sales advertising is adapted and monitored for effectiveness in accordance with company requirements.
- Range may include but is not limited to monitoring changes in – sales figures, leads generated, enquiries.
- 3.5 Canvassing to promote customer interest is carried out in accordance with company requirements.
- 3.6 Customer follow-up systems are established in accordance with company requirements.
- Range may include but is not limited to – email, letters, phone calls, text messages, visits, addition to database.

This unit standard is expiring. Assessment against the standard must take place by the last date for assessment set out below.

Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	1 October 1993	31 December 2020
Review	2	4 October 1996	31 December 2020
Review	3	30 August 1999	31 December 2020
Review	4	21 September 2007	31 December 2020
Review	5	30 August 2018	31 December 2027
Review	6	25 July 2024	31 December 2027

Consent and Moderation Requirements (CMR) reference

0014

This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.