

Title	Sell products using a customer-focused business relationship		
Level	4	Credits	6

Purpose	People credited with this unit standard are able to: establish, maintain, and increase a client base; sell products to clients; and develop customer-focused business relationships with clients.
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Classification	Retail, Distribution, and Sales > Sales
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Available grade	Achieved
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Guidance Information

- 1 This unit standard is for people who sell goods and/or services on a consultancy basis, and is not suitable for people in pre-employment training programmes. Assessment of the unit standard must be carried out in the workplace using real clients.
- 2 Definitions

Active listening refers to the skills of listening which may include but are not limited to – questioning, reading and responding to body language, use of silence, paraphrasing, summarising, reflecting words and feelings.

Client may be internal or external and refers to the recipient of goods and/or services.

Customer-focused refers to the alignment of leadership, processes and people in an organisation to meet or exceed customer expectations. This leads to customer loyalty and advocacy resulting in sustainable profitability.

Organisation refers to any workplace, work site and/or training or educational establishment.

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.

Products refer to goods or services.

Prospect or *prospecting* refers to the process of looking for new customers by converting leads that are generated into potential buyers.

Sales or *selling* refers to creating, building and sustaining mutually beneficial and profitable business through personal and organisational contact and relationships.
- 3 Legislation relevant to this unit standard includes but is not limited to: Privacy Act 1993, Fair Trading Act 1986, Consumer Guarantees Act 1993, Credit Contracts and Consumer Finance Act 2003, Health and Safety at Work Act 2015, Human Rights Act 1993, Contract and Commercial Law Act 2017.

Outcomes and performance criteria

Outcome 1

Establish, maintain, and increase a client base.

Performance criteria

- 1.1 Client base is established and prospecting is carried out.
- Range prospecting methods may include but are not limited to – cold canvassing, direct marketing campaign, direct mailing, use of databases, social media campaign, networking, e-mail; prospects may include but are not limited to – networks, previous customers, referrals, members of clubs and associations, social contacts.
- 1.2 Client data-base profiles are updated and maintained in accordance with organisational procedures.
- Range profiles may include but are not limited to – market segment, contact details, previous purchases, demographics.
- 1.3 Promotional activities are undertaken to maintain and increase client base.
- Range activities may include but are not limited to – meetings, meals, sponsorship, public relations, demonstrations, displays.
- 1.4 Sales opportunities are identified and pursued in accordance with organisational procedures

Outcome 2

Sell products to clients.

Performance criteria

- 2.1 Client needs are identified and options are discussed with client.
- Range discussion may include but is not limited to – features, benefits, and advantages of options; price of options, value of options; product and/or service information.
- 2.2 Client objections are dealt with.
- Range may include but is not limited to – active listening, joint problem solving, persuasion techniques, closing techniques.
- 2.3 Sales confirmations are made in accordance with organisational procedures.
- Range may include but is not limited to – direct close, trial close, alternative close, summary close.

- 2.4 Clients with special needs are identified and strategies for meeting their needs are demonstrated in accordance with organisational procedures.

Range clients with special needs may include but are not limited to – people with disabilities as defined by the Human Rights Act 1993.

Outcome 3

Develop customer-focused business relationships with clients.

Performance criteria

- 3.1 Focused and positive interactions with clients are maintained in accordance with organisational procedures.

Range may include but are not limited to – fit with vision, mission, goals, values, ethical requirements.

- 3.2 Follow-up action is completed in accordance with organisational procedures.

Range follow-up action may include but is not limited to – information provision, support services, feedback on goods and/or service quality, information gathering.

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	16 June 1993	31 December 2013
Review	2	25 October 1995	31 December 2013
Review	3	24 March 1998	31 December 2013
Revision	4	8 June 1999	31 December 2013
Review	5	26 November 2003	31 December 2013
Review	6	16 December 2005	31 December 2013
Review	7	15 April 2011	31 December 2016
Review	8	21 May 2015	31 December 2021
Review	9	8 December 2016	31 December 2021
Revision	10	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.