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<b>Qualification:</b>	Nationally recognised Certificate IV Business Sales
<b>Course overview:</b>	This qualification is intended for existing business/sales employees, individuals wishing to change to a business or sales career, trainees and individuals seeking to upgrade their skills and knowledge in the business/sales environment.
<b>Prerequisite:</b>	None
<b>Content:</b>	10 units of competency
<b>Delivery duration:</b>	Classroom and on-the-job mentoring and assessment – 12 to 18 months and/or Recognition of Prior Learning (RPL) – 6 months  If you have worked in the workplace for some time and have the requisite skills and knowledge you may apply and submit evidence to gain this qualification via the RPL process.
<b>Study Pathways:</b>	As a graduate of this course you are eligible to enrol in: <ul style="list-style-type: none"><li>• Diploma Level Courses</li></ul>
<b>Career Opportunities:</b>	Graduates will gain the skills and knowledge for various sales roles.

**Qualification Program**

Students must gain competency in 10 units to qualify for Certificate IV Business Sales.

Electus provides you with a Certificate IV Business Sales qualification that acknowledges your skills and knowledge in the area of your interest.

Electus delivers a learning pathway from Certificate II to Diploma levels.

The following table summarizes the Units of Competency covered in the Certificate IV in Business Sales.

<b>Unit Title</b>
<b>Core</b>
<b>Monitor a safe workplace</b>
<b>Elective</b>
Build client relationships and business networks
Develop product knowledge
Identify sales prospects
Present a sales solution
Secure prospect commitment
Self-manage sales performance
Address customer needs
Develop a sales plan
Implement a sales plan

## Employability Skills

The following table contains a summary of the employability skills for this qualification. The outcomes described here are broad industry requirements that may vary depending on the packaging options.

Employability Skill	Industry/enterprise requirements for this qualification include
Communication	<ul style="list-style-type: none"> <li>• Being appropriately assertive when with clients/customers</li> <li>• Establishing and using appropriate formal or informal business networks</li> <li>• Establishing rapport and relationships with client and client representatives</li> <li>• Using gestures, posture, body language, facial expressions and voice to create a supportive selling environment</li> </ul>
Teamwork	<ul style="list-style-type: none"> <li>• Identifying and using the strengths of other sales team members to promote the attainment of sales objectives</li> <li>• Working as an individual or as part of a sales team to conduct sales activities and to support other team members in achieving sales targets and objectives</li> </ul>
Problem solving	<ul style="list-style-type: none"> <li>• Identifying and addressing reasons for reluctance to purchase by potential buyers</li> <li>• Refining the system of recording prospect information based on an evaluation</li> </ul>
Initiative and enterprise	<ul style="list-style-type: none"> <li>• Identifying and presenting options for cross-selling or up-selling</li> <li>• Using initiative to develop sales prospects and lists of potential buyers</li> </ul>
Planning and organising	<ul style="list-style-type: none"> <li>• Collecting the names of potential buyers likely to be interested in purchasing a product/service</li> <li>• Pipelining and planning sales activities to identify sales solutions and prospects, securing sales prospects and supporting post sales activities</li> </ul>
Self management	<ul style="list-style-type: none"> <li>• Establishing an individualised sales plan</li> <li>• Managing stress, time and sales related paperwork effectively</li> </ul>
Learning	<ul style="list-style-type: none"> <li>• Acquiring knowledge of products/services</li> <li>• Obtaining feedback on the sales process and product/service satisfaction from customers</li> </ul>
Technology	<ul style="list-style-type: none"> <li>• Using business technology to process orders</li> <li>• Using the internet to obtain product information</li> </ul>

## **Training Program**

Your training program will take approximately 20 months to complete and will be customised to suit your requirements and timetable. It will be a combination of:

- Classroom training sessions
- One-on-one training sessions
- Workplace experience
- Mentoring
- Assignments
- Review sessions

Throughout the training program you will have formal review and assessment sessions to ensure that the elements of competency are being achieved and to ensure that your skill development is progressing as planned.

## **The role of Electus (your RTO)**

Electus will have the multiple roles of co-ordinator, trainer, assessor and mentor. Electus will be responsible for:

- Co-ordinating your training and assessment program
- Monitoring training and skills development progress and provide assistance to you where necessary
- Delivering classroom training as per your training plan
- Visiting you in the work place to provide on-the-job mentoring and coaching
- Visiting you in the work place to conduct on-the-job assessments
- Checking your portfolio of evidence and developing an action plan for the next on-the-job training and assessment period.
- Providing support and advice throughout the training and assessment program

## **Your role**

It is expected that you will:

- Undertake all training sessions and complete all assessment assignments as per your training program
- You will make every effort to achieve the competencies specified in your training plan.
- Maintain the records of assessment in your training manual.
- Submit assignments by agreed due dates.
- Immediately discuss any problems relating to your training program with your assessor or workplace supervisor.

## **Simulated Work Environment**

If you are currently unemployed Electus will provide you with a simulated work environment enabling you to study and complete assignments.