BSB40610
Certificate IV in Business Sales
BSB40610 Certificate IV in Business Sales is designed for employees who use well-developed business sales skills and a broad knowledge base in a wide variety of business sales contexts. Those who achieve this level of qualification would be able to apply solutions to a defined range of unpredictable problems, and analyse and evaluate information from a variety of sources. They may provide leadership and guidance to others and have limited responsibility for the output of others.

**Job roles**

Examples of customised roles in the industry are:

- Sales account assistant
- Sales agent
- Sales representative

**Entry requirements**

There are no prerequisites for entry to this qualification.

**Pathways**

After achieving the BSB40610 Certificate IV in Business Sales, candidates may wish to undertake the BSB51107 Diploma of Management, or a range of other Diploma qualifications offered by Lexon Training Consultants.

**Qualification Details**

To achieve a BSB40610 Certificate IV in Business Sales the student is required to complete a total of 10 units, comprising of

- 4 Core Unit and
- 6 Elective Units

Please see Unit Descriptors for details.
## UNIT DESCRIPTORS

<table>
<thead>
<tr>
<th>Core/Elective</th>
<th>Unit</th>
<th>Element</th>
<th>Unit Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core</td>
<td>BSBPRO401A</td>
<td>Develop product knowledge</td>
<td>Acquire knowledge of products in a specified area, convert product knowledge into benefits, evaluate competitors' products. This unit describes the performance outcomes, skills and knowledge required to develop product knowledge in preparation for the sales process.</td>
</tr>
<tr>
<td>Core</td>
<td>BSBREL402A</td>
<td>Build client relationships and business networks</td>
<td>Initiate interpersonal communication with clients, establish client relationship management strategies, maintain and improve ongoing relationships with clients, build and maintain networks. This unit describes the performance outcomes, skills and knowledge required to establish, maintain and improve client relationships, and to actively participate in networks to support attainment of key business outcomes.</td>
</tr>
<tr>
<td>Core</td>
<td>BSBSLS407A</td>
<td>Identify sales prospects</td>
<td>Employ prospecting methods, qualify prospects, manage prospect information. This unit describes the performance outcomes, skills and knowledge required to identify of potential sales prospects through application of prospecting methods.</td>
</tr>
<tr>
<td>Core</td>
<td>BSBSLS408A</td>
<td>Present, secure and support sales solution</td>
<td>Prepare for a sales presentation, present a sales solution, respond to buyer signals, negotiate and finalise the sale, support post-sale activities. This unit describes the performance outcomes, skills and knowledge required to present sales solutions that respond to the specific buying needs of a client, and to use sales processes associated with securing prospect commitment to proceed with a sale. The unit also includes attending to post-sales activities that build and strengthen the partnership between a salesperson and the client, and enhance the prospect of future sales.</td>
</tr>
<tr>
<td>Elective</td>
<td>BSBSLS501A</td>
<td>Develop a sales plan</td>
<td>Identify organisational strategic direction, establish performance targets, develop a sales plan for a product, identify support requirements, monitor and review sales plan. This unit describes the performance outcomes, skills and knowledge required to develop a sales plan for a product or service for a team covering a specified sales territory based on strategic objectives and in accordance with established performance targets.</td>
</tr>
<tr>
<td>Core/Elective</td>
<td>Unit</td>
<td>Element</td>
<td>Unit Description</td>
</tr>
<tr>
<td>---------------</td>
<td>------</td>
<td>---------</td>
<td>------------------</td>
</tr>
</tbody>
</table>
| Elective      | BSBSLS502A | Lead and manage a sales team | Plan sales operations
|               |       |         | Direct sales team
|               |       |         | Evaluate sales team performance
|               |       |         | This unit describes the performance outcomes, skills and knowledge required to plan, implement, direct and evaluate sales team activities. |
| Elective      | BSBCUS401B | Coordinate implementation of customer service strategies | Advise on customer service needs
|               |       |         | Support implementation of customer service strategies
|               |       |         | Evaluate and report on customer service
|               |       |         | This unit describes the performance outcomes, skills and knowledge required to advise on, carry out and evaluate customer service strategies, including the design of improvement strategies based on feedback. |
| Elective      | BSBCUS402B | Address customer needs | Assist customer to articulate needs
|               |       |         | Satisfy complex customer needs
|               |       |         | Manage networks to ensure customer needs are addressed
|               |       |         | This unit describes the performance outcomes, skills and knowledge required to manage the ongoing relationship with a customer, which includes assisting the customer to articulate their needs, meeting customer needs and managing networks to ensure customer needs are addressed. |
| Elective      | BSBADM405B | Organise meetings | Make meeting arrangements
|               |       |         | Prepare documentation for meetings
|               |       |         | Record and produce minutes of meeting
|               |       |         | This unit describes the performance outcomes, skills and knowledge required to organise meetings including making arrangements, liaising with participants, and developing and distributing meeting related documentation. |
| Elective      | BSBADM406B | Organise business travel | Organise business itinerary for domestic and overseas travel
|               |       |         | Make travel arrangements
|               |       |         | Arrange credit facilities
|               |       |         | This unit describes the performance outcomes, skills and knowledge required to organise domestic and overseas business travel, including developing associated itineraries, booking travel and accommodation, preparing travel related documentation and making travel arrangements. |
| Elective      | BSBCM401A | Make a presentation | Prepare a presentation
|               |       |         | Deliver a presentation
|               |       |         | Review the presentation
|               |       |         | This unit covers the performance outcomes, skills and knowledge required to prepare, deliver and review a presentation to a target audience. |
| Elective      | BSBITU301A | Create and use databases | Create a simple database
|               |       |         | Create reports and queries
|               |       |         | Use database
<p>|               |       |         | This unit describes the performance outcomes, skills and knowledge required to create simple two table relational databases with reports and queries, for the storage and retrieval of information. |</p>
<table>
<thead>
<tr>
<th>Core/Elective</th>
<th>Unit</th>
<th>Element</th>
<th>Unit Description</th>
</tr>
</thead>
</table>
| **Elective** | BSBITU402A | ❑ Prepare to develop spreadsheet  
❑ Develop a linked spreadsheet solution  
❑ Automate and standardise spreadsheet operation  
❑ Use spreadsheets  
❑ Represent numerical data in graphic form | This unit describes the performance outcomes, skills and knowledge required to use spreadsheet software to complete business tasks and to produce complex documents. |
| **Elective** | BSBMKG401B | ❑ Segment the market  
❑ Identify the target market  
❑ Profile the target audience  
❑ Develop a positioning strategy | This unit describes the performance outcomes, skills and knowledge required to profile a target market or market segments in accordance with a marketing plan and to develop market positioning strategies. |
<table>
<thead>
<tr>
<th>Core/Elective</th>
<th>Unit</th>
<th>Element</th>
<th>Unit Description</th>
</tr>
</thead>
</table>
| BSBRES401A   | Analyse and present research information | Gather and organise information  
Research and analyse information  
Present information | This unit describes the performance outcomes, skills and knowledge required to gather, organise and present workplace information using available systems. |
| BSBMKG413A   | Promote products and services | Plan promotional activities  
Coordinate promotional activities  
Review and report on promotional activities | This unit describes the performance outcomes, skills and knowledge required to coordinate and review the promotion of an organisation's products and services. |
| BSBMKG414B   | Undertake marketing activities | Plan marketing activities  
Implement and manage marketing activities  
Review marketing activities | This unit describes the performance outcomes, skills and knowledge required to plan, implement and manage basic marketing and promotional activities. |
| BSBREL401A   | Establish networks | Develop and maintain business networks  
Establish and maintain business relationships  
Promote the relationship | This unit describes the performance outcomes, skills and knowledge required to develop and maintain effective work relationships and networks. It covers the relationship building and negotiation skills required by workers within an organisation as well as freelance or contract workers. |
| BSBWOR401A   | Establish effective workplace relationships | Collect, analyse and communicate information and ideas  
Develop trust and confidence  
Develop and maintain networks and relationships  
Manage difficulties into positive outcomes | This unit describes the performance outcomes, skills and knowledge required to collect, analyse and communicate information and to use that information to develop and maintain effective working relationships and networks, with particular regard to communication and representation. |
| BSBWOR402A   | Promote team effectiveness | Plan to achieve team outcomes  
Develop team cohesion  
Participate in and facilitate work team  
Liaise with management | This unit describes the performance outcomes, skills and knowledge required to promote teamwork. It involves developing team plans to meet expected outcomes, leading the work team, and proactively working with the management of the organisation. |