BSB40615 Certificate IV in Business Sales

Qualification Description
This qualification is suitable for individuals with well-developed sales skills across a range of business sales contexts. They may problem-solve, provide leadership to others and analyse a range of information. Typically, people in this role would report to a more senior business sales practitioner.

Four (4) Core unit must be selected:
- BSBPRO401 Develop product knowledge
- BSBREL402 Build client relationships and business networks
- BSBLS407 Identify and plan sales prospects
- BSBLS408 Present, secure and support sales solutions

Six (6) Elective Units must be selected:
- BSBLS501 Develop a sales plan
- BSBLS502 Lead and manage a sales team
- BSBREL401 Establish networks
- BSBLS407 Identify and plan sales prospects
- BSBLS408 Present, secure and support sales solutions
- BSBLS408 Present, secure and support sales solutions

Selection of the Six (6) elective units will be through consultation with the training manager to reflect your current employment description.

Learning Outcomes
- Establishing and using appropriate formal or informal business networks
- Establishing rapport and relationships with client and client representatives
- 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
- Identifying and presenting options for cross-selling or up-selling
- Using initiative to develop sales prospects and lists of potential buyers
- Acquiring knowledge of products or services
- Obtaining feedback on the sales process and product or service satisfaction from customers.

Licensing/Regulatory Information
No licensing, legislative or certification requirements apply to this qualification at the time of publication.

Reserve your place now:
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