

**Accreditation** : This Module is a Nationally Accredited Course

**Title** : **BSBSLS402A – IDENTIFY SALES PROSPECTS**

**Field Of Study** : **Sales**

### What is this course all about?

This unit involves the skills and knowledge required to identify potential sales prospects through application of prospecting methods.

### When you have finished this course you should be able to demonstrate your ability to:

#### Employ prospect methods– BSBSLS402A/01

- ❑ Identify a range of prospecting methods
- ❑ Consider and evaluate the strengths and limitations of primary and secondary prospecting methods
- ❑ Select prospecting methods to match the market to which the product is targeted
- ❑ Target present, previous and new clients through chosen prospecting methods

#### Qualify prospects – BSBSLS402A/02

- ❑ Research and establish criteria for qualifying leads
- ❑ Ensure criteria are established according to buyer accessibility, buyer motives, product affordability, purchase authority, legal compliance and return for the seller
- ❑ Ensure the established criteria represent a standard against which the buying potential of individuals and groups is gauged

#### Manage prospect information- BSBSLS402A/03

- ❑ Develop a system to record prospect information
- ❑ Implement the system for recording prospect information
- ❑ Monitor the system for recording prospect information for effectiveness
- ❑ Evaluate the system for recording prospect information
- ❑ Refine the system for recording prospect information based on evaluation of system

### Some examples of individuals that will benefit from these courses are: -

- ❑ Managers
- ❑ Supervisors
- ❑ Sales Team

### You will have better skills & knowledge and familiarise yourself more in the following areas -

- ❑ Literacy skills to interpret legal requirements, company policies and procedures
- ❑ Research and data analysis skills to determine prospect requirements
- ❑ Technology skills to design and record formats to facilitate information storage and retrieval
- ❑ Principles of buyer motives
- ❑ Identification and overview knowledge of key provisions of relevant legislation from all levels of government that affects business operations, codes of practice and national standards, such as:
  - Anti-discrimination
- ❑ Ethical principles
  - Consumer protection
  - Contract law
  - Privacy laws
  - Trade Practices Act
- ❑ Benefits and key features of own organisation's and competitors' products
- ❑ Information management strategies used to manage prospect data
- ❑ Prospecting methods used in the sales process

### What Recognition will you achieve?

Where a demonstrated competency has been achieved in accordance with the endorsed Australian Quality Training Framework (AQTF) standards, a Statement of Results can be issued for those competencies successfully completed in this course. These can be combined with additional competencies achieved later, and together may build towards the issuing of qualification, at Certificate II plus.

### How will you be assessed?

Demonstration of competencies for this qualification is achieved via formal assessment. Participants complete a work related project/activities, which incorporates the range of competencies covered for each unit. At completion of each module these activities will be handed in to your trainer, assessed then returned with relevant comments to keep you informed with your progress.

### Will you be eligible for subject exceptions?

The units can be completed through attendance at MTG training courses. You may have already attained some competencies covered in the units through previous training, work, or life experience. If you feel you can already demonstrate a competency, then you should apply for **Recognition of Current Competencies (RCC)**. An RCC application form can be found in the MTG trainee welcome kit where you can fill out and fax back to us on (03) 9482-6988 or simply visit our website on [www.matrixtraininggroup.com/downloads.php](http://www.matrixtraininggroup.com/downloads.php) in order to download this application.

### What training materials and training aids will you have?

1. **Learner Guides:** - Matrix Training Group will supply each trainee with a module for each unit which contains must know information, learning activities and projects, which will keep you enthusiastically involved in the course. Upon completion of each module these activities will be handed in to the trainer, assessed then returned to trainees with relevant comments to keep you informed with your progress.
2. **Online Support:** - Your Trainer is always available through E-mail & Website support. Our website address is [www.matrixtraininggroup.com](http://www.matrixtraininggroup.com)
3. **Telephone Support:** - You may call your trainer during business hours for over the telephone support.