

Accreditation : This Module is a Nationally Accredited Course

Title : **BSBSLS403A – PRESENT A SALES SOLUTION**

Field Of Study : **Sales**

What is this course all about?

This unit involves the skills and knowledge required to present a sales solution which responds to the specific buying needs of the client.

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

Prepare for presentation– BSBSLS403A/01

- ❑ Obtain and organize products for use within a sales presentation
- ❑ Review product information to ensure familiarity with products
- ❑ Identify sales tactic options and assess and choose them in terms of their ability to meet the needs and preferences of the prospect
- ❑ Consider a variety of sales solutions and prepare to meet buyer needs
- ❑ Identify and select sales aids
- ❑ Identify alternatives for prospects and assess them in relation to anticipated buyer needs

Present a sales solution – BSBSLS403A/02

- ❑ Use gestures, posture, body language, facial expressions and voice to create a supportive selling environment
- ❑ Apply listening skills to determine buyer needs
- ❑ Use open-end questions to identify buyer needs, preferences, motives and objections
- ❑ Adjust presentation to match the needs and preferences of the buyer
- ❑ Use persuasive communication techniques to secure buyer interest
- ❑ Demonstrate and explain products to enhance buyer retention
- ❑ Ensure the presentation communicates the key features of the product and emphasizes benefits in relation to identified buyer needs
- ❑ Obtain and present proof of benefits through product purchase
- ❑ Utilise sales aids to build buyer understanding of how the product is aligned with needs

Manage buyer resistance – BSBSLS403A/03

- ❑ Utilise probing to identify the source of buyer resistance
- ❑ Identify the strengths and limitations of buyer resistance strategies
- ❑ Elect and implement a strategy for managing buyer resistance
- ❑ Ensure strategy selected addresses the source of buyer resistance

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

- ❑ Managers
- ❑ Supervisors
- ❑ Team leaders
- ❑ Front line employees

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

- ❑ Communication skills to question clients to determine client needs and preferences and to use persuasive and assertive language in promoting product features and benefits
- ❑ Conflict resolution skills to manage customer dissatisfaction
- ❑ Negotiation skills to manage buyer resistance
- ❑ Presentation skills to demonstrate how product benefits and key features fulfill buyers' needs
- ❑ Research skills to use sales statistics to support a verbal argument
- ❑ Technological skills to use equipment to aid presentation of sales information
- ❑ Detailed product knowledge, including product:
 - Advantages and disadvantages
 - Features
 - Service benefits
- ❑ Materials and aids which can be used to support presentations
- ❑ Principles of achieving an effective sales presentation mix
- ❑ 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
 - Statistical methods to demonstrate sales performance

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 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
3. **Telephone Support:** - You may call your trainer during business hours for over the telephone support.