



## Certificate IV Business Sales – BSB40615

Grow your business through focused training for your business development staff?

Wholesalers are welcoming such a new and dynamic course. ABEX Training will help your staff develop customer relations and in turn increase company profits.

This course will give your employees a new and professional skill set in the following areas:

- Building and maintaining business relationships
- Sales techniques
- Meeting sales targets
- Business to Business Practices
- In house practices

Up-skilling your staff will give you a competitive edge by turning your employees into industry professionals.

As an Employer you benefit by:

- Better qualified professional staff
- Increase in profitability
- Improved customer relations
- Develop new procedures
- Analysis of trade history
- Clearer understanding of Wholesale industry
- Increase in staff retention

Your Employees benefit by:

- More efficient employees
- Nationally recognised qualification
- Job security and satisfaction
- Becomes an industry professional
- Prepare for company growth
- Safer work environment
- Becomes a leader within your organisation



NATIONALLY RECOGNISED  
TRAINING

# BSB40615 Certificate IV Business Sales

## Course outline

**Develop product knowledge BSBPRO401** This unit applies to individuals in a sales related position in a small, medium or large enterprise across a wide variety of industries and contexts who develop their product knowledge prior to undertaking selling activities. They may provide advice and support about aspects of sales solutions to support a sales team

**Build client relationships and business networks BSBREL402** This unit applies to individuals in a variety of roles who are required to establish, maintain and improve client relationships to facilitate organisational objectives. This unit primarily applies to marketing and sales professionals who depend on excellent interpersonal relationships and communication skills to achieve outcomes but may also apply to other individuals working in any industry.

**Identify and plan sales prospects BSBSLS407** This unit applies to individuals working in a sales-related position in a small, medium or large enterprise in a wide variety of industries who identify, collate and follow up sales prospect information that can be used to generate leads. Individuals undertaking this unit may be at entry level or have experience in sales enough to provide advice and support about aspects of sales solutions as part of a sales team.

**Present, secure and support sales solutions BSBSLS408** This unit applies to individuals working in a sales-related position in a wide variety of industries who use specific sales techniques to present a sales solution to meet buyer needs, secure a prospect's commitment to purchase a product or service, and build post-sale and long-term relationships to establish an ongoing relationship with clients. They may provide sales solutions individually or provide advice and support about aspects of sales solutions to support a sales team.

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**Lead effective workplace relationships BSBLDR402** This unit defines skills, knowledge and outcomes required to use leadership to promote team cohesion. It includes motivating, mentoring, coaching and developing the team and forming the bridge between the management of the organisation and team members.

**Lead team effectiveness BSBLDR403** This unit defines skills, knowledge and outcomes required to plan and supervise the performance of the team and develop team cohesion. It applies team leaders, supervisors and new emerging managers who have an important leadership role in the development of efficient and effective work teams.

**Analyse Consumer Behaviour for Specific Markets BSBMKG402** This unit describes the skills and knowledge required to manage an ongoing relationship with a customer over a time period. This includes helping customers articulate their needs and managing networks to ensure customer needs are addressed.

**Conduct market research BSBMKG408** This unit applies to non-specialist market research personnel who have data and information gathering and analysis as a major part of their role and who are required to conduct market research. These individuals may work in areas such as marketing, communications, strategic planning and organizational development.

**Develop a sales plan BSBSLS501** 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.

**Lead and manage a sales team BSBSLS502** This unit applies to individuals working in a supervisory or managerial sales role who provide leadership to a sales team to increase the effectiveness of their performance.

**This training is delivered with Victorian Government funding for eligible applicants  
People with disabilities are encouraged to apply**

<b>Course Code</b>	BSB40615
<b>Mode of delivery</b>	Workplace Based, Traineeship
<b>Duration/Length</b>	Workplace Based - 12 months, Traineeship – 1-3 years
<b>Intake</b>	Flexible