



Certificate IV Business Sales – BSB40615

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

ABEX Training Group will help your staff develop advertising, sales and marketing skills and in turn increase company profits.

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

- Sales
- Relationship management
- Product skills and advice
- Marketing
- Interpersonal communication

Up-skilling your staff will give you a competitive edge by converting your employees into sales professionals. Training is conducted at your business premises at times to suit you, along with structured training withdrawal. Let ABEX Training Group help your business grow.

As an Employer you benefit by:

- More products sold to existing client base
- Better qualified professional staff
- Gain competitive edge
- Increase confidence of sales staff
- Improved customer relations
- Develop new procedures
- Increase in staff retention
- Government funding available in certain states

Your Employees benefit by:

- Becoming a leader within your organisation
- Receiving a nationally recognised qualification
- Job security and satisfaction
- Becoming an industry professional
- Adapting to company growth
- Increased selling confidence

Certificate IV Business Sales **National Qualification Code: BSB40615**

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 sufficient 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.

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.

Address customer needs BSBCUS402 This unit describes the skills and knowledge required to manage an ongoing relationship with a customer over a period of time. 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 organisational 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 funding for eligible applicants
People with disabilities are encouraged to apply