

BSB40615

Certificate IV in Business Sales



Online

Qualification Outline

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The Purpose of the Qualification Outline

The purpose of this document is to provide a robust platform for the delivery and assessment of the BSB40615 Certificate IV in Business Sales completed wholly online.

This is your training and assessment plan.

Certificate IV in Business Sales BSB40615

About WISE EDUCATION GROUP

Wise Education is a national RTO delivering work based qualifications in partnership with local and national clients. We have been delivering in various sectors for over 7 years and hold a strong portfolio of participants.

Our products offerings include qualifications in the following industry sectors:

- Business
- Business Administration
- Sales
- Customer Engagement
- Work Health & Safety
- Hospitality
- Management
- Warehouse Operations
- Aged Care
- Child Care
- Disability Services
- Employment Services
- Education Support
- Volunteering Services
- Retail
- Record Keeping
- Marketing & Advertising
- Small Business Management
- Franchising
- Tourism & Events
- Accounting & Bookkeeping
- Project Management

As a Registered Training Organisation:

- * We provide flexible work based solutions for employers and staff
- * Have a strong team of trainers expertise
- * Have demonstrated knowledge in developing concepts for training regimes that reflect the industry needs
- * Have a strong account management structure
- * Have a sound internal working management system that ensures we commit to our promise
- * Have a culture that is built entirely on customer care
- * Have a Work Placement Scheme that supports most qualifications

	<ul style="list-style-type: none"> * Have logbooks that record your work placement activities and supports your practical learning * Have available webinars which can be undertaken at any time as a recorded session or Live led by your trainer
<p>The Need</p>	<p>General: There is a growing need for experienced, qualified sales people across all industries. The Certificate IV in Business Sales (BSB40615) is ideal for participants seeking a professional advantage in pursuing sales or customer focus roles or requiring further development in a current role. In today’s market often a business is provided with an edge simply by the level of staff they employ and develop. It is critical to all businesses that their sales team have sound knowledge on how to effectively manage the sales process from identifying potential customers to closing the deal.</p> <p>From an industry perspective: Sales staff are often promoted or employed into a role based on their sound product knowledge. This is a guarantee of knowing the product intimately however the shortfall is often found in the planning process for future sales. The development of these skills is an integral component to ensuring a sales person or team are highly equipped with the most appropriate skills and knowledge.</p> <p>From potential participants’ perspective:</p> <p>Staff irrespective of the industry they are in, require training in order to undertake their roles effectively. They require internal on the job training and monitoring with the view of a training plan so they can also determine their job readiness. Staffs also are looking to have these skills form part of a nationally recognised qualification so they can demonstrate their sound industry knowledge by way of an industry specific qualification. This strengthens their personal resume and provides a platform for determining their career path.</p>
<p>Target Market</p>	<p>Part or full time staff new into the business or staff new into a sales focus role</p> <p>In order to utilise the traineeship scheme the staff must be working a minimum of 21 hours except WA where it is 15 hours</p> <p>Typically they will work in the following roles:</p> <ul style="list-style-type: none"> • Business Development Manager • Sales Assistant or Representative • Account Manager • Solutions Sales Role
<p>Entry requirements</p>	<p>Training Package: No entry requirements specified</p> <p>Wise Education Requirements: Participants must be able to fulfil the following specific requirements:</p> <ol style="list-style-type: none"> 1. Be working in a part time or full time capacity 2. Complete a language, literacy & numeracy test 3. Participate in an induction into the training program where all enrolment paperwork will be completed and all course information provided to participants. They can expect to receive: <ul style="list-style-type: none"> • Enrolment form • Visit sheet for induction • Participant & Employer Handbook

	<ul style="list-style-type: none"> • Course Overview • Marketing or promotional material • Training Log • RPL Information
<p>Outcomes</p>	<p>This program has been designed to equip participants (see target market) with the skills and experience required to work within the roles mentioned. They will obtain the following skills and knowledge:</p> <ul style="list-style-type: none"> • Sound knowledge of customer service implementation • Identify new business opportunities by undertaking research or networking activities • Develop a sales plan • Prospect new business • Make presentations to potential clients • Secure and support sales solutions • Develop sound product knowledge • Manage time effectively • Build sound relationships
<p>Program overview</p>	<p>The delivery and assessment of this program is completely online. All modules are allocated to the Learning Management System under the grouping of Diploma. Participants will be allocated a 1 unit of competency at a time.</p>
<p>Delivery and Assessment</p>	<p>The theory components are the first part of the online experience. You will undertake each of your modules allowing up to 8 hours completing the module and at least 4 hours for assessment completion. The learning module and assessment can be carried out over time and we recommend scheduling at least one module with assessment per month.</p> <p>At the conclusion of the module you will complete your assessment in a writable pdf document. Refer to the assessment section for instructions.</p> <p>The modules are made up of 2 components:</p> <ul style="list-style-type: none"> • Learning Content • The quiz, which are your assessment questions combined with My Project which are both free form text assessment. • You will also need to substantiate your assessment with responses to case studies or scenarios that have a workplace context <p>You will flow to each component as you complete each section</p>
<p>Duration</p>	<p>This program is a self-paced program and the only requirement is it is completed within a 12 month period.</p> <p>You will be allocated with 1 module and assessments at a time. Your Trainer/ Assessor will monitor the completion of your assessments and mark these within 5 working days. You will receive an email notification of your competency.</p> <ul style="list-style-type: none"> • Once you have been deemed competent your Assessor will allocate the next unit for completion

Pre requisites	There are no unit level pre requisites that participants must complete to enter this program.																																	
Packaging	<p>To complete this qualification participants must complete a total of 10 units of competency comprising:</p> <p>4 Core Units Plus</p> <ul style="list-style-type: none"> 6 elective units which may be taken from the list below 																																	
Units	<p>Wise Education Group is able to deliver and assess the following units of competency. Units of competency will be selected to create a specialisation that is specific to the client. Please nominate the units of competency selected that are most appropriate to the client.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: #92d050; color: white;"> <th style="text-align: left;">Unit Code</th> <th style="text-align: left;">Unit Title</th> <th style="text-align: left;">Core/ Elective</th> </tr> </thead> <tbody> <tr> <td>BSBPRO401</td> <td>Develop product knowledge</td> <td>C</td> </tr> <tr> <td>BSBREL402</td> <td>Build client relationships and business networks</td> <td>C</td> </tr> <tr> <td>BSBSLS407</td> <td>Identify and plan sales prospects</td> <td>C</td> </tr> <tr> <td>BSBSLS408</td> <td>Present, secure and support sales solutions</td> <td>C</td> </tr> <tr> <td>BSBCUS401</td> <td>Coordinate implementation of customer service strategies</td> <td>Elective</td> </tr> <tr> <td>BSBCUS402</td> <td>Address customer needs</td> <td>Elective</td> </tr> <tr> <td>BSBADM405</td> <td>Organise meetings</td> <td>Elective</td> </tr> <tr> <td>BSBSLS501</td> <td>Develop a sales plan</td> <td>Elective</td> </tr> <tr> <td>BSBCMM401</td> <td>Make a presentation</td> <td>Elective</td> </tr> <tr> <td>BSBREL401</td> <td>Establish networks</td> <td>Elective</td> </tr> </tbody> </table>	Unit Code	Unit Title	Core/ Elective	BSBPRO401	Develop product knowledge	C	BSBREL402	Build client relationships and business networks	C	BSBSLS407	Identify and plan sales prospects	C	BSBSLS408	Present, secure and support sales solutions	C	BSBCUS401	Coordinate implementation of customer service strategies	Elective	BSBCUS402	Address customer needs	Elective	BSBADM405	Organise meetings	Elective	BSBSLS501	Develop a sales plan	Elective	BSBCMM401	Make a presentation	Elective	BSBREL401	Establish networks	Elective
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Delivery arrangements	<p>The delivery of this qualification will be completely online. Wise Education Group will support all participants by providing availability to an allocated Trainer/ Assessor via phone or email support.</p> <p>In each of the modules, learning activities are provided to ensure that the appropriate learning is being undertaken.</p> <p>You will be required to complete at least one unit per month to remain on track within a 12 month period. Should you choose to fast track your duration you are able to complete the units at your own pace.</p>																																	
Sequencing	<p>Participants can commence with the core units then select the most appropriate elective units for sequencing.</p> <p>The training plan for each participant will reflect the sequencing of delivery. Where appropriate, Wise Education Group will also establish a schedule of events and document these in the Wise Education Group Trainer Schedule</p>																																	

Work environment

Participants enrolled in this qualification will have full access to a workplace, its facilities, equipment, resources and support. Participants enrolled in this qualification will not be required to have full access to a workplace. The Trainer/ Assessor will support the workplace adjustments as part of the online program.

Assessment

There are three forms of assessment:

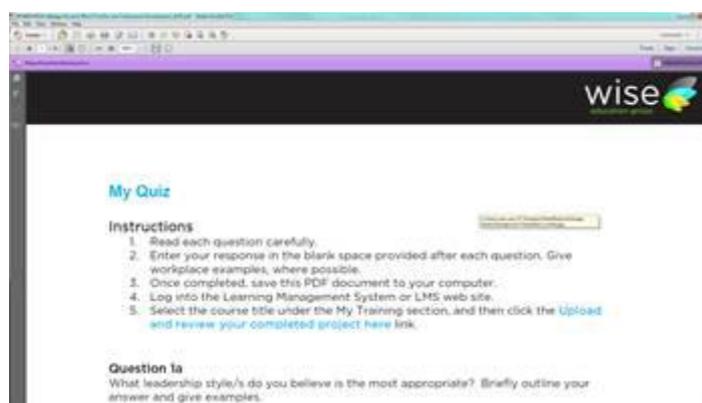
1. Questions which are free form text answers and also address the employability skill of problem solving
2. A project which is scenario based and will require free form text responses
3. A scenario or role play context that will require you to implement your learnt skills and knowledge (this will be part of the my project)

When you have completed the content for your learning unit you will be presented with the following screen.



The participant can either click on the My Quiz or My Project section to gain access to their Quiz or Project

For My Quiz



Click on the assessment document to download and save to your computer.

Locate the file and complete the assessment by typing your answers in the space provided, then save the file and include your name as part of the file name to your computer.

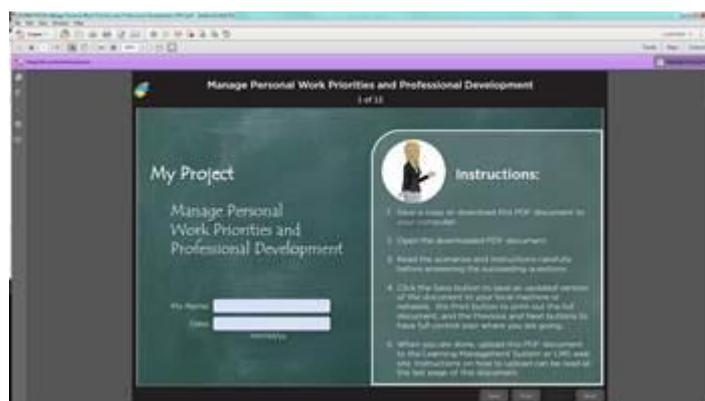
Once completed log back onto the LMS and proceed into your unit of Competency to upload your content into the Quiz section



When you have completed the assessment and are ready to upload return to the Training screen and select the upload option.

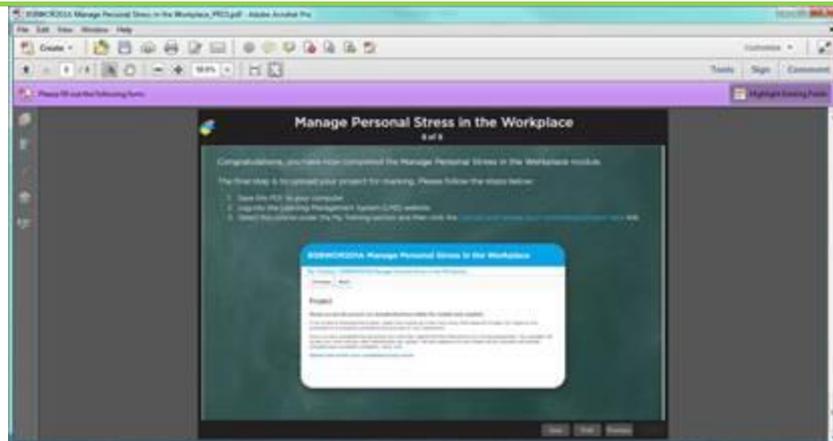


For My Project

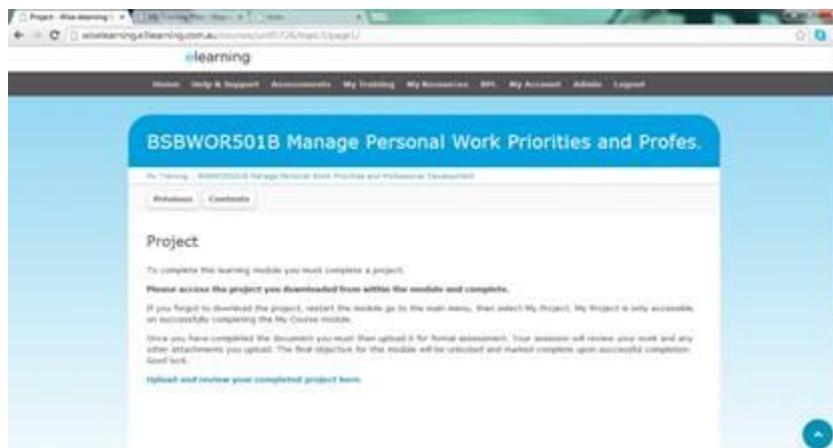


Click on the assessment document to download and save to your computer.

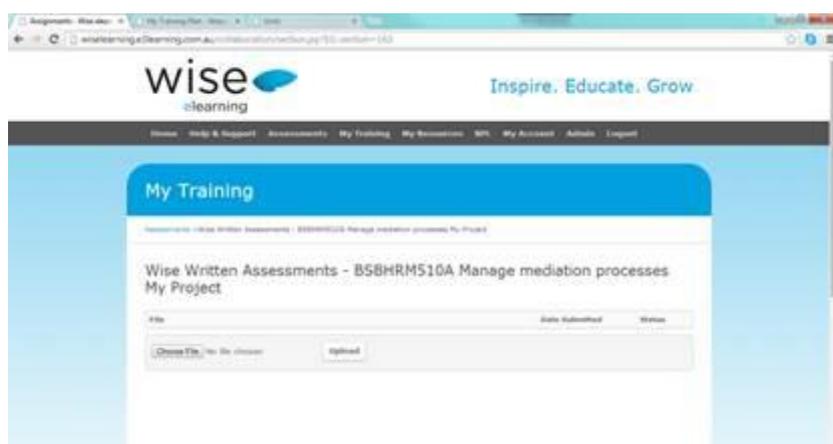
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When you have completed the assessment and are ready to upload return to the Training screen and select the upload option.



RPL

All participants will be provided with the opportunity to undertake recognition of prior learning. They have the opportunity to apply for this process at enrolment and they will then be provided with the following information:

- RPL Application Kit

	<ul style="list-style-type: none"> • RPL Evidence Guide <p>Wise Education Group also provides the Trainer/ Assessors with a support guide to RPL</p>
<p>Validation</p>	<p>Pre implementation</p> <p>The assessment materials developed for each module have been through a pre delivery validation process conducted by an industry and training and assessment expert from WISE EDUCATION GROUP. This process was a quality check to ensure that the assessments to be used met training package and industry requirements, ensured that the assessment was at the right level, and that appropriate and sufficient evidence would be gathered to inform assessor decisions regarding participant competency.</p> <p>The outcomes of the assessment validation process were recorded in the WISE EDUCATION GROUP Validation Action Plan template.</p> <p>Documents generated during this process included mapping documents showing the relationship between each cluster and the tools used to gather assessment evidence, updated assessment tools, and the records of assessment validation.</p> <p>Post implementation</p> <p>After a module has been delivered and assessed WISE EDUCATION GROUP will validate each set of assessment tools in line with the approach set out in the NQC Guide to Assessment Validation and Moderation. The outcomes of this process will be documented in the WISE EDUCATION GROUP management system.</p>
<p>Resources</p>	<p>To adequately support the delivery of the qualification, WISE EDUCATION GROUP will provide requested documentation and handouts to participants in order for them to complete an appropriate assessment.</p>
<p>Facilities and Equipment</p>	<ul style="list-style-type: none"> • Access to a computer. If you do not have access to a computer we are also able to provide your resources via distance learning. We will send to you via the post your workbooks and assessments which you can complete in print copy. You will then return your completed assessment for marking.
<p>Trainer Materials</p>	<p>The following documents have been developed which describe the delivery and assessment of the qualification. The units of competency are in single unit format</p> <ul style="list-style-type: none"> • Learners Guide with Facilitator notes • Assessment Kit • Assessors Marking Guide <p>Mapping Guide</p>
<p>Student Materials</p>	<p>The following documents have been provided which describe the delivery and assessment of the qualification. The units of competency are in single unit format</p> <ul style="list-style-type: none"> • Qualification Outline • Online Learners Guide • Online Assessment Kit

Trainer requirements

To deliver this program WISE EDUCATION GROUP requires its trainers and assessors to:

- Hold a TAE40110 Certificate IV in Training and Assessment
- Hold the following qualifications:
 - Certificate IV in Business Sales BSB40615 (or equivalent or a level higher)
- Have worked as a Trainer/ Assessor professional within the last 12 months
- Have worked in a sales position with a minimum of 3 years’ experience
- Hold membership or that of a related industry body (updates from the Business Skills Industry)
- Have participated in specific professional development within the last 12 months; and
- Maintain their Industry Currency at least annually by attending ‘Return to Industry’ programs as set out in professional development plan
- Have undertaken training and assessment professional development within the last 12 months.

Trainer Allocation

Wise Education Group will allocate a single Trainer where appropriate to a client site. Where single or multiple trainers are required, we have set out the Trainer responsible for undertaking the units of competency as below:

Unit Code	Unit Title	Trainer/ Assessor
BSBPRO401	Develop product knowledge	Brooke Seage
BSBREL402	Build client relationships and business networks	Brooke Seage
BSBSLS407	Identify and plan sales prospects	Brooke Seage
BSBSLS408	Present, secure and support sales solutions	Brooke Seage
BSBCUS401	Coordinate implementation of customer service strategies	Brooke Seage
BSBCUS402	Address customer needs	Brooke Seage
BSBADM405	Organise meetings	Brooke Seage
BSBSLS501	Develop a sales plan	Brooke Seage
BSBCMM401	Make a presentation	Brooke Seage
BSBREL401	Establish networks	Brooke Seage

Foundation skills

Foundation skills are embedded in Training Package units of competency. Foundation Skills Summaries record how the foundation skills are covered in every nationally endorsed qualification (source <http://www.training.gov.au>). Refer to the training package specific unit of competency to view the foundation skills summary for that unit.

Pathways

Upon successful completion of this qualification, participants are able to continue their learning journey into:

Diploma of Leadership and Management BSB51915

Access & Equity

Principles, practices and legislative requirements relating to equity, access, anti-discrimination and social justice will be addressed in all aspects of the implementation of the Learning and Assessment Strategies. Needs will be identified prior to students' commencing programs. Customised delivery and assessment strategies, including reasonable adjustment to meet client needs.

Support Services

Learning Support – LLN support (through initial analysis (LLN form) and feedback then follow up support where necessary); disability support services

We are also able to coordinate face to face sessions or distance learning if the online environment is not conducive to your style of learning. Please advise your Trainer/ Assessor if you require changes to your delivery format

Student Support – Wise Account Manager and Wise Trainer

Online Communication Strategy (see appendix at back of document) This is our commitment to maintaining your engagement and supporting you through the online modules within a 12 month period.

Timeframes

Process

Call to Action

