Certificate IV in Business Sales

BSB40615

PERFECT YOUR SALES EDGE AND STAY AHEAD IN THE SALES TEAM
About This Course

The Certificate IV in Business Sales will show you how to hone your sales techniques, improve your networking skills and maximise potential prospects. Elective options allow you to also address customer service delivery, learn about marketing promotions, develop skills to lead a winning sales team or to create successful and achievable sales plans.

The Certificate IV in Business Sales will guide you through every aspect of the sales process. You will learn how to identify sales prospects, build client relationships and business networks, and ways to develop essential product knowledge. Develop and perfect your competitive sales edge and confidence with this course through the practical interaction activities with your College Student Advisers.

Subject Choices

3 - 5 electives are required (depending on subjects chosen)

- Develop Product Knowledge
- Prospecting for Sales Leads
- Build Client Relationships
- Present Sales Pitches
- Essential Selling Skills (E)
- Meetings and Business Travel (E)
- Participate in Networking Events (E)
- Co-ordinate Customer Service Delivery (E)
- Marketing Promotions (E)
- Presentation Delivery (E)
- Sales Planning (E)
- Team Effectiveness (E)
- Keeping Your Work Team Safe (E)
- Spreadsheets - Advanced (E)
Key Course Facts

Start Date:  
Start immediately

Duration:  
Complete within 12 months

Delivery Options:  
On-line/Correspondence

Group Training:  
Workshops available

Course Fees: $4,400  
All materials provided at no extra cost

The course fees may vary if you are a trainee or if the state that you reside in has a subsidised training opportunity. Refer to the tables below.

New Entrant Traineeship Fees for this Qualification:

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Existing Worker Traineeship Fees for this Qualification:

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School Based Traineeship Fees for this Qualification:

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* NSW fees depend on previous qualification levels
** Subject to eligibility and availability at the time of enrolment
Entry Requirements

Reading and Writing Skills
The course is an online correspondence course so you need to have average English reading and writing skills, or higher. As a guide - you should have completed Year 12 schooling, or have sound workplace written communication skills.

Spoken English Skills
The course has practical components where students will be required to demonstrate persuasive verbal communication and rapport building skills. Above average to strong spoken English skills are necessary to complete these components successfully.

Numeracy Skills
Numeracy skills are required at an average level eg completion of Year 10 maths and the ability to use a calculator.

Computer and Internet
- Access to a Desktop Computer or Laptop
- Internet access with Internet Explorer 8+, Chrome or Firefox
- Microsoft Office 2010 Word and Subject specific Office products for chosen electives (ie Excel, Powerpoint, Publisher)

Other Specific Assessment Requirements
- Ability to study and conduct assessments in a safe environment
- Students must be able to visually demonstrate their interpersonal skills when selling - as such a Role Play must be undertaken using Skype or similar
Core Subjects:

Develop Product Knowledge
This subject focuses on the skills and knowledge required to develop knowledge of products and services in preparation for customer engagement in an inbound or outbound sales or service role. This subject requires you to undertake product research and answer case studies to demonstrate awareness of product features and competitive advantages.

Unit(s):
- BSBPRO401 - Develop product knowledge

Prospecting for Sales Leads
This subject covers key concepts in sales and marketing, prospecting, qualifying prospects and approaching the prospect. Other topics covered are how to efficiently manage your client data; developing your personal sales plan; and managing your time.

Unit(s):
- BSBSLS407 - Identify and plan sales prospects

Build Client Relationships
This subject has been structured to progressively develop the students skill and knowledge in the building, managing and maintaining of customer relationships to support business outcomes. This includes considering a range of client relationship strategies and also how to use networking effectively.

Unit(s):
- BSBREL402 - Build client relationships and business networks
- BSBCUS402 - Address customer needs

Present Sales Pitches
Presenting your sales pitch to a customer involves the skills to make a targeted and persuasive presentation, and to respond to buyer signals and overcome objections. As a key part of closing the sale you are also required to ensure post sales support is provided where applicable. This subject requires a SKYPE or similar sales role play to be undertaken as part of the assessment.

Unit(s):
- BSBSLS408 - Present, secure and support sales solutions
Elective Subjects: 3 - 5 electives are required (depending on subjects chosen)

**Essential Selling Skills**

Essential sales skills include identifying the customers needs and the features of the product or service that will most benefit them. This requires good interpersonal and communication skills as well as the ability to be accurate when processing the sale. This subject covers these essential sales skills.

Unit(s):
- FNSSAM301 - Identify opportunities for cross-selling products and services
- BSBCUE304 - Provide sales solutions to customers

**Meetings and Business Travel**

This subject provides the skills and knowledge required to organise effective meetings including the preparation and distribution of meeting related documents such as agendas and minutes. It also covers skills and knowledge required to organise business travel, including preparing travel related documentation and making travel bookings.

Unit(s):
- BSBADM405 - Organise meetings
- BSBADM406 - Organise business travel

**Participate in Networking Events**

This is a practical subject that examines the skills and techniques needed to make business networking effective. It covers communication approaches when meeting new contacts; negotiating and problem solving; and how to maintain positive client relationships. You must attend a face to face networking event and actively participate in a social media network as part of the assessment requirements.

Unit(s):
- BSBREL401 - Establish networks

**Co-ordinate Customer Service Delivery**

Providing good service to your internal and external customers is a critical responsibility for senior staff, team leaders and managers. Learn how to identify the key aspects of service delivery important to your customers, and the customer service system needed to achieve your service standards.

Unit(s):
- BSBCUS401 - Coordinate implementation of customer service strategies
- BSBCUS403 - Implement customer service standards

**Marketing Promotions**

This subject covers market segmentation, marketing messages and the promotional mix. Students prepare a marketing plan for 2 different market segments which involves designing a specific promotional activity as well as evaluating the proposal. Spam laws and important consumer laws are covered to ensure relevant laws are addressed in your marketing efforts.

Unit(s):
- BSBMKG413 - Promote products and services
- BSBMKG414 - Undertake marketing activities
Presentation Delivery
In this subject you will learn to prepare a presentation including session planning and delivery skills. You will learn the importance of considering the target audience and dealing with questions, as well as preparing quality visual aids and content. Students are required to record an actual presentation they deliver and submit to the College for practical assessment and feedback.

Unit(s):
BSBCMM401 - Make a presentation

Sales Planning
This subject takes you through developing sales plans, budgets and KPIs, as well as achieving sales budget requirements, understanding sales management techniques, promotional activities and working with teams to implement sales plans. It includes topics such as team consultation, team motivation and mentoring as well as cost consciousness.

Unit(s):
BSBSLS501 - Develop a sales plan
FNSSAM402 - Implement a sales plan

Team Effectiveness
Teams need sound leadership to prosper. This important subject breaks down the art of leading effective teams into the key elements of inspiring trust, effective communication, setting targets and building relationships. Special attention is given to teaching leaders how to successfully manage both individual and team conflict and improve team performance.

Unit(s):
BSBLDR403 - Lead team effectiveness
BSBLDR402 - Lead effective workplace relationships

Keeping Your Work Team Safe
Supervisors and team leaders have strict legal obligations under safety legislation. Learn what these are, as well as the practical skills to identify, risk assess and resolve safety concerns. This subject also teaches how to better understand safety statistics and identify factors that can reduce injuries, and ensure the business is productive and profitable.

Unit(s):
BSBWHS401 - Implement and monitor WHS policies, procedures and programs to meet legislative requirements

Spreadsheets - Advanced
This advanced subject allows you to build on the basics of working with excel and creating formulas. You will learn how to best layout and show information and create charts, as well as save and store workplace documents safely, efficient computing and hazard identification. You will also learn time saving functions such as named ranges, linking and consolidating data, data tables, array formulas, data validation, macros, templates and cell protection.

Unit(s):
BSBITU402 - Develop and use complex spreadsheets
Service Guarantees

Quality Training Provider
ACCM was one of the first private training Colleges to be given official RTO registration status. 21 years later we have helped over 2 000 employers and 25 000 students achieve their career goals and have been recognised as a state finalist on the NSW Training Awards. We have a history of satisfied students and clients and repeat business. Our testimonials on our website are genuine and the type of feedback we receive daily. We are so confident that you will be pleased with the College service, that we guarantee it.

Speedy Paper-less Enrolment
Enrolment Applications are accepted 24/7 online. Be fully enrolled in your course in 7 minutes! For customised or employment based courses and traineeships contact us and we will send you a customised enrolment page by email.

Start Anytime - Immediate Enrolment
Within 30 minutes of being enrolled, your personal log-on details are emailed to you. This gives you access to course materials to commence your studies (via our on-line system WebClass).

Industry Expert Student Adviser
You will be allocated your own industry experienced Student Adviser. While they will personally manage your program; you will also benefit from the College team around them to provide expert assistance in all subject areas.

Prompt Results and Feedback
All assessments are promptly returned (via Webclass) with detailed feedback and encouragement. Our goal is to have them back to you in 2 weeks or less. In the meantime you can progress to your next subject.

Personal Contact for the Right Start
When you enrol your College Student Adviser will phone to welcome you to the course. Your Student Adviser will ensure that you understand the best way to progress in your course. They will also assist you with any questions you may have. They will be in regular touch with you at the start of your course to offer motivation, support and guidance. For employment based enrolments they will also make contact with supervisors during this time to address any questions they may have.

Pro-active Learner Support
The support won’t stop! Contact from your College Student Adviser will continue every month, based on the level of help you need. Of course, at any time you can call us to get help. Get immediate assistance over the phone and by email. If immediate assistance is unavailable for any reason, we will make sure a qualified Student Adviser is in contact with you no later than the next business day.

Quality Course Materials
Our step by step course materials have been written by industry experts specifically for the College. They will give you all of the relevant learner information you need to succeed in your course. The resources simplify industry jargon and concepts, give you industry insight and understanding, and focus on current real world business practices.

Employer Progress Updates
For employment based enrolments all supervisors will be emailed a monthly progress report showing the status of all learners. We understand that its essential to keep you up to date.