

National Certificate in Sales (Level 4)

Level	4
Credits	76

Purpose/outcome statement

This qualification, aimed at those wanting to further their career as a Professional Salesperson, will enable a person to –

- Demonstrate knowledge of market segmentation and where the business fits in with the Sales industry
- Gain customer insight to enable good decision making
- Define the competitive advantage for the business
- Manage one's territory, portfolio, call plan
- Demonstrate knowledge of credit, debit, cash flow, debt recovery and finance arrangements for clients
- Explain organisational relationships between sales, marketing, finance, human resources and other business functions in the organisation
- Use effective communication styles for influencing, negotiation, managing conflict and overcoming buyer resistance
- Use a system for lead generation, prospecting and building a network to maximise sales opportunities
- Execute a sales process with competence
- Prepare sales reports

The level 4 qualification is for the competent Sales Professionals in the Sales industry. It will enable the learner to operate as an autonomous salesperson with the level of influencing, negotiation and conflict management responsibilities suitable to the role of a flourishing sales person.

The core skills and knowledge required of a Professional Salesperson are outlined in the compulsory section. The elective enables the inclusion of other industry competencies to enable a person to work in their selected field of work.

Graduates of this qualification will have the skills and knowledge to take up occupations in the workforce as sales consultant, account manager (farmer) or business development manager (hunter).

The National Certificate in Selling Skills (Level 4) can lead to higher level qualifications being offered through the Provider environment.

Special Notes

People already in the workforce may have demonstrated competence in the outcomes specified in individual unit standards of this qualification. These candidates should seek recognition of current competence (RCC) wherever it is relevant to this qualification. Application for recognition of prior learning (RPL) or recognition of current competence should be made to the Retail Institute.

Credit Range

	Compulsory	Elective
Level 4 or above credits	59	15
Minimum totals	59	15

Requirements for Award of Qualification

Award of NQF Qualifications

Credit gained for a standard may be used only once to meet the requirements of this qualification.

Unit standards and achievement standards that are equivalent in outcome are mutually exclusive for the purpose of award. The table of mutually exclusive standards is provided in section 7 of the New Zealand Qualifications Authority (NZQA) Rules and Procedures publications available at <http://www.nzqa.govt.nz/ncea/acrp/index.html>.

Reviewed standards that continue to recognise the same overall outcome are registered as new versions and retain their identification number (ID). Any version of a standard with the same ID may be used to meet qualification requirements that list the ID and/or that specify the past or current classification of the standard.

Summary of Requirements

- Compulsory standards
- Elective – A minimum of 15 credits as specified

Detailed Requirements

Compulsory

The following standards are required

Service Sector > Retail, Distribution and Sales > Sales

Id	Title	Level	Credit
Sales 10	Manage and facilitate sales negotiations	4	6
Sales 11	Analyse customer decision making processes and communicate with the Decision Making Unit (DMU)	4	4
Sales 12	Apply knowledge of customer segmentation techniques	4	3
Sales 13	Analyse and apply the sales methodology	4	6

Id	Title	Level	Credit
Sales 14	Search for, analyse and apply sales related information	4	5
Sales 15	Improve business performance in sales roles	4	8
Sales 16	Manage a sales territory	4	4
Sales 17	Develop and submit sales proposals	4	6
Sales 19	Use prospecting to develop new business and use a sales pipeline effectively	4	3
Sales 20	Prepare and conduct sales meetings with prospects	4	4

Core Generic > Communication Skills> Writing

Id	Title	Level	Credit
16612	Use effective business writing skills in a business organisation	4	4

Business> Business Operations and Development > People Development and Coordination

Id	Title	Level	Credit
19588	Operate professionally, ethically, and responsibly in an organisation	5	8

Elective 1

A minimum of 15 credits from anywhere on the NQF.

Field	Subfield	Domain
Any	Any	Any

NQF Registration Information

Process	Version	Date	Last Date for Assessment
Registration	1	Xxxx 2010	N/A

Standard Setting Body

Retail Institute
PO Box 24 341
Wellington 6142

Telephone 0800 486 738
Email info@retailinstitute.org.nz
Website <http://www.retailinstitute.org.nz/>

Planned Review

Any person or organisation may contribute to the review of this qualification by sending feedback to the standard setting body at the above address.

Next Review	2015
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Other standard setting bodies whose standards are included in the qualification

NZQA

Certification

This certificate will display the logos of NZQA and the Retail Institute.

Classification

This qualification is classified according to the NQF classification system and the New Zealand Standard Classification of Education (NZSCED) system as specified below.

NQF Classification		NZSCED	
Code	Description	Code	Description
408	Service Sector > Retail, Distribution, and Sales	080501	Management and Commerce > Sales and Marketing > Sales

Quality Management Systems

Providers and Industry Training Organisations must be accredited by a recognised Quality Assurance Body before they can register credits from assessment against standards. Accredited providers and Industry Training Organisations assessing against standards must engage with the moderation system that applies to those standards. Accreditation requirements and the moderation system are outlined in the associated Accreditation and Moderation Action Plan (AMAP) for each standard.