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# Successful Sales Techniques

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National Competency Standards (BSB07)  
BSBPRO401A – Develop product knowledge  
BSBSLS402A – Identify sales prospects



## Aim

This course is aimed at providing participants with strategies for developing product knowledge in preparation for the sales process and identifying potential sales prospects through the application of various prospecting methods.

## Audience

The audience for this course is anyone in a sales, services or retail role who is responsible for the direct selling of goods and services to clients.

## Duration

One day.

## Course Outcomes

1. Acquiring knowledge of products and services.
2. Converting product knowledge into benefits for clients.
3. Identifying and evaluating competitors' products.
4. Identifying and employing various sales prospecting methods.
5. Researching and establishing qualifying leads.
6. Managing prospect information.

## Optional Assessment

**This is a nationally recognised training program.** Participants who successfully complete the optional assessment component of this course will receive a Statement of Attainment for the unit of competency outlined above (additional fee applies). Participants who choose not to be assessed will receive a Certificate of Attendance. The case study assignment is completed in the participant's own time.

## Course Content

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### Acquire Product Knowledge

- Sourcing and evaluating product information
- Identifying product purpose/s and use/s
- Identifying key features of products
- Recognising product strengths/weaknesses
- Identifying and implementing service support strategies

### Convert Product Knowledge to Benefits

- Identifying features of appeal to potential buyers
- Presenting benefits to potential buyers
- Presenting product benefits within context of organisational requirements and legislation

### Evaluate Competitors' Products

- Identifying competitors' products including features and benefits
- Identifying strengths and weaknesses of competitors' products

- Establishing relative standing of own product/s with competitors' product/s

### Employ Prospecting Methods

- Examining primary and secondary prospecting methods
- Evaluating strengths and weaknesses of various prospecting methods
- Targeting present, previous and new clients through chosen prospecting methods

### Qualify Prospects

- Researching and establishing criteria for qualifying leads
- Considering buyer accessibility, buyer motives, product affordability, purchase authority, legal compliance
- Gauging buyer potential of individuals and groups

### **Manage Prospect Information**

- Developing and implementing prospect information systems
- Recording and monitoring prospect information
- Evaluating prospect information systems