

# PROFORMANCE

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## National Certificate in Sales Level 3, Sales Fundamentals

Your business results are built on the performance of your people. Having highly capable sales people in your team will lead to improved results and ensure their skills meet your customer needs. This programme provides sales people with the ability to develop and apply fundamental sales techniques and establish and maintain mutually beneficial customer relationships.

On successful completion of this programme your employees will receive an NZQA National Certificate in Sales, Level 3.

The programme consists of the following modules completed over a 12 month period:

### **Sales Process**

- utilising the 5 steps of the sales process from opportunity identification to closing
- utilising your own personal selling skills – questioning and listening techniques.

### **Negotiation**

- developing negotiation plans and conditional trading.

### **Business performance measures**

- your contribution to business performance
- understanding effects of price discounting on sales
- terms and conditions of sales.

### **Understanding your customers**

- buyer behaviour – ability to identify and adapt to different buyer types
- target market – for both the customer and end consumer
- marketing mix – managing the 4P's (product, place, promotion, price)
- product information – highlight the features and sell the benefits.

### **Business ethics**

- business ethics and commercial law
- promoting your company corporate responsibilities.

### **Personal development plans**

- identify areas within your business for personal development.

Sales process and negotiation modules are delivered as 1-2 day workshops. Other modules are delivered by either the sales manager or ProFormance. There are also 4 assignments over the 12 month period and the requirement of 2 in field observations.

ProFormance work in association with Competenz, an Industry Training Organisation who manage the qualification process.

**Competenz**  
SKILLS FOR INDUSTRY