

BSBSLS402A Identify Sales Prospects

Successful selling requires a professional approach. Careful preparation, excellent communication skills and a thorough understanding of the sales process, all combine to achieve sales results. Successful sales people are, among other things, client focused, committed and professional.

This unit describes the performance outcomes, skills and knowledge required to identify of potential sales prospects through application of prospecting methods.

Designed for: This unit applies to individuals in a sales related position in a small, medium or large enterprise across a wide variety of industries who identify and collate sales prospect information that can be used to generate leads. They may provide advice and support about aspects of sales solutions to support a sales team.

Duration: 1 day

Elements of Competency and Performance Criteria

Employ prospecting methods

- Identify a range of prospecting methods
- Consider and evaluate the strengths and limitations of primary and secondary prospecting methods
- Select prospecting methods to match the market to which the product is targeted
- Target present, previous and new clients through chosen prospecting methods

Qualify prospects

- Research and establish criteria for qualifying leads
- Ensure criteria are established according to buyer accessibility, buyer motives, product affordability, purchase authority, legal compliance and return for the seller
- Ensure the established criteria represent a standard against which the buying potential of individuals and groups is gauged

Manage prospect information

- Develop a system to record prospect information
- Implement the system for recording prospect information
- Monitor the system for recording prospect information for effectiveness
- Evaluate the system for recording prospect information
- Refine the system for recording prospect information based on evaluation of system



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