

CERTIFICATE IV BUSINESS ADMINISTRATION



BSB40507¹ Sales Stream

In business today, many successful managers owe their success down to what they learnt while they were 'doing their MBA'. A Master of Business Administration is regarded as one of the top qualifications available in business. It's a qualification that indicates that the bearer has well-developed management skills and a broad knowledge base in a wide variety of contexts.

A CBA, **Certificate IV in Business Administration—Sales** reflects the role of individuals who use their well-developed administrative skills and broad knowledge base in a **sales** contexts. Possibly more than any other role in a business, sales professionals apply innovative solutions to a range of unpredictable problems, and analyse and evaluate information from a variety of sources. They may provide leadership and guidance to others with some limited responsibility for the output of others.

The choice of modules outlined below, reflect the customisation of this qualification for people in business **who work in sales**, an area where there is a considerable amount of administration. Ron Pollak Training can offer a Certificate IV in Business Administration that improves skills that are critical to the success of sales professionals.

Course Content

A total of 10 units are required to complete this qualification.

General Administration	BSBADM405B	Organise meetings
Information Management	BSBINM401A	Implement workplace information system
IT Use	BSBITU401A	Design and develop complex text documents *
	BSBITU402A	Develop and use complex spreadsheets *
Writing	BSBWRT401A	Write complex documents *
Sales	BSBSLS402A	Identify sales prospects
	BSBSLS403A	Present a sales solution #
	BSBSLS404A	Secure prospect commitment #
	BSBSLS405A	Support post-sale activities
	BSBSLS406A	Self-manage sales performance #

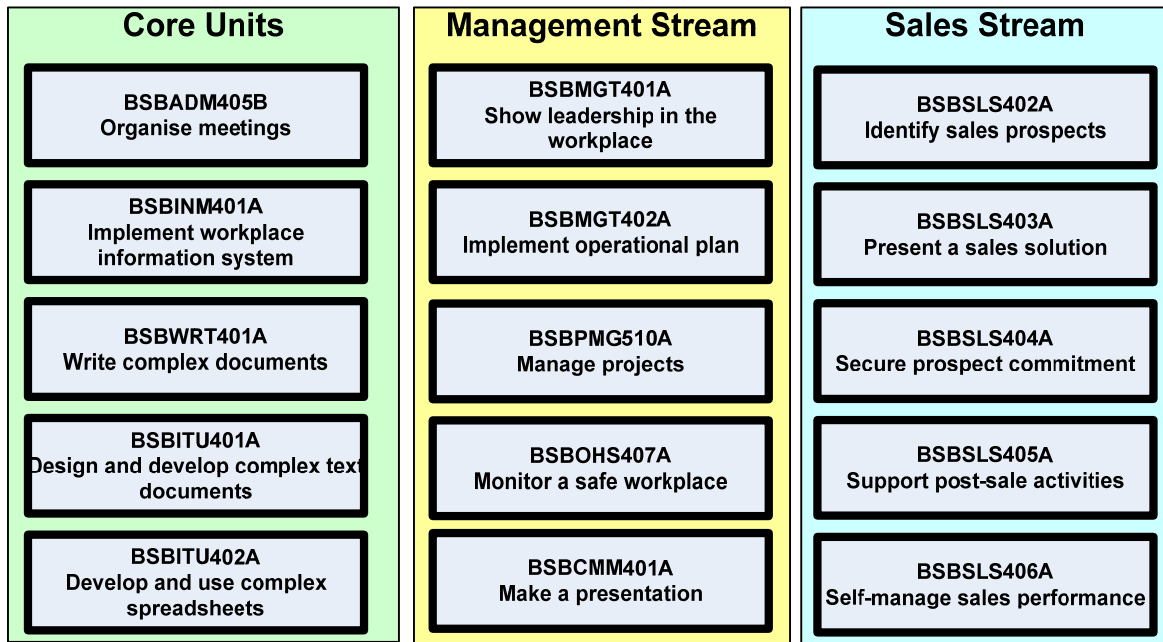
Training Courses

These units are available as components of our publicly-scheduled training courses. Participants will attend courses over a 12 to 24 month timeframe to complete this qualification. Courses are confirmed person-by-person and are relevant to the work and future work pathways and opportunities of the participant in the program.

A list of courses that comprise this qualification is provided over the page.

- Courses marked as **Recommended** are not part of this qualification and are charged separately.
- Courses marked with an asterisk (*) assume basic knowledge in this field.
- Courses marked with a 'hash sign' (#) require the participant to have completed a DISC Behaviour Profiling Survey. This is provided free as part of our Personal Development course. Alternatively, the DISC Behaviour Profiling Survey is provided by Ron Pollak Training at an additional cost of \$95.
- ¹Ron Pollak Training delivers Certificate IV in Business Administration BSB40507 under the auspices of Enrich Training, a Registered Training Organisation (31433).

Certificate IV in Business Administration



	Days	Sales	FLM	BA Sales	BA Mgt
Duration of Qualification	Days	11	10	10	10
Personal Development Recommended	2 Days				
Selling Part 1—Foundations	3 Days	E		E	
Selling Part 2—Boost! #	2 Days	E		E	
Selling Part 3— Territory & Account Management	2 Days	E			
Business Presentations—Planning	1 Day	E	E	E	E
Business Presentations—Delivery Recommended	1 Day				
Negotiating # Recommended	2 Days				
Selling to Key Accounts # Recommended	3 Days				
Monitor a Safe Work Place	1 Day	C	C		E
FLM 1—Coaching, Team Effectiveness & Innovation #	3 Days		C		
FLM 2—Leadership & Planning #	2 Days		C		E
FLM 3—Workplace Information	1 Day		E	C	C
Project Management—Essentials	1 Day	E	E		
Managing Time & Meetings	1 Day	E		C	C
Advanced Business Writing *	1 Day		E	C	C
Excel—Power Features *	1 Day	E		C	C
Word —Power Features *	1 Day			C	C

- Courses marked with an asterisk (*) assume basic knowledge in this field.
- It is possible to choose one or two electives as alternatives to those listed here. EG In Certificate IV in Business Sales it is possible to choose Project Management—Essentials instead of say, Excel—Power Features. Discuss these options with your Account Manager.