

A word from Ron Pollak

To many people sales comes naturally and they can rely on their personality to led them to success in sales. Success in a sales role is also about finding out what people need and want, then applying business experience and sales expertise to give a prospect a solution.

Our training improves success in sales as it lays a solid foundation with a thorough sales process. It shows how to develop better relationships, and do so quickly. It promotes a strategic approach to selling.

People who have completed Certificate IV in Business Sales are recognised as individuals who can use well-developed business sales skills and a broad knowledge base in a wide variety of business sales contexts. They apply solutions to a range of unpredictable situations, and analyse and evaluate information from a variety of sources.

We have taken our extensive, proven, high-quality sales courses and applied it to develop training that makes for a successful sales professional. At the same time, with the completion of work-based assessments, participants can gain a nationally-recognised qualification—Certificate IV in Business Sales. Or, if they complete a portion of the curriculum, they can obtain a Statement of Attainment.

Customised Training

Ron Pollak Training will fit a training solution to a business need. The Certificate IV in Business Sales qualification is flexible and additional modules are available. Not only will we help an organisation select the right curriculum, we will tailor examples and case studies to particular needs.

The timetable and duration will reflect the needs of both the organisation and its staff who will benefit from learning with others in their business.



Open Courses

There are distinct advantages in attending open courses. Call one of our consultants and we'd be pleased to outline the benefits of attending open courses with Ron Pollak Training. More detailed information on the content of our Certificate IV in Business Sales qualification is provided over the page.

Ron Pollak Training Curriculum

Ron Pollak Training courses that cover the units of competency required for this qualification are Selling Part 1 – Foundations, Part 2 – Relationship Selling, and Part 3 – Territory & Account Management, Time Management, Business Presentations, Excel-Power Features and Monitor a Safe Workplace.

On these courses you will learn the PAYBACK sales model. Selling, like buying, is a process and learning the PAYBACK model provides a solid framework for business-to-business selling. The PAYBACK model covers, at a foundation level, every component required to complete the primary selling components of this qualification.

Selling Part 2 introduces the DISC Behaviour Profiling Model. This extends our understanding of relationships. Better still, it helps participants gain a better understanding of 'how they tick'. If you are going to improve your selling you first need to look at what you do and how you naturally sell. You'll then consider whether your natural selling style works in every occasion. Using DISC, you may be able to make small (and sometimes large) changes to what you do, to be even more effective.

Territory & Account Management – our Part 3 course, will help you choose the best strategy, how to manage your time better, target those businesses that will provide you with the best results and make your most important customer – your manager – a much happier person to work with.

Course Content

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

Competency	Learning Objectives
Identify sales prospects BSBSLS402A	Prospecting; every sales professional does it! They target present, previous and new clients using differing management of prospecting methods. Once a prospect is located the true professional knows how to research effectively and define suitable criteria to qualify their leads. They know how to record, store and retrieve information on their prospects.
Present a sales solution # BSBSLS403A	Selling is about understanding a client's business, their needs and wants, and matching these with your organisations' product and services. You do this by asking questions and really listening. A sales solution then forms that the sales professional presents effectively.
Secure prospect commitment # BSBSLS404A	Going into prospect with only one way of closing is like playing golf with only one golf club. There are several straightforward closing techniques. Learn these and match them to each situation.
Support post-sale activities BSBSLS405A	Ongoing sales depend on what happens after the sale; particularly after the first sale. The sales professional works to collect feedback and resolve any problems or difficulties that have arisen after the sale.
Self-manage sales performance # BSBSLS406A	No-one wants to be managed. Every sales professional deserves space, trust and responsibility. With this comes accountability. Work to a sales plan, for a specific time period showing your sales goals, quotas, monitoring and evaluation strategies, and personal management techniques.
Build Client Relationships and Business Networks BSBREL402A	Selling successfully means meeting with and building rapport and trust with a range of people related to your organisation's business. Sales professionals extend their scope by creating an active business related network
Make a presentation BSBCMM401A	Sometimes frontline managers are presenting to a very small group of people standing on a toolbox. Sometimes, they are in front of their peers and managers. Occasionally, they are called on to present to a larger group. Making a presentation (for many of us) can be scary. We get a bad case of butterflies. How do we get our message across simply and effectively? How do we deal with interjections and questions? What are the principles by which we can become better and more effective communicators?
Organise meetings BSBADM405B	We spend so much time in meetings. Some are formal. Some spontaneous. Follow the rules of formal meetings, adjusting them to the situation and you prepare yourself for successful selling, through the most effective use of your time.
Develop and use complex spreadsheets * BSBITU402A	Become a 'numbers guru' by using simple, and sometimes hidden features of your favourite spreadsheet. Add formulas, charts and work with large volumes of data. It's far easier than you think!
Monitor a safe workplace BSBOHS407A	A safe business is a well-performing business. A well-performing business is a safe business. Safety is a philosophy that flows through the organisation. Each manager needs to understand the OH&S principles that is theirs to apply. They need to know how to assess and control risks and hazards associated with health and safety issues. Importantly, there is a hierarchy of controls that relates to the severity and risk factors associated with each issue. Frontline managers need to be totally familiar with their legal responsibilities and those of their employer, management, other supervisors and their employees.

Tailoring

The table below provides a list of the open courses that cover these competencies. It is possible to swap in some alternative topics (units of competency). Please discuss this with us.

Selling Part 1—Foundations	3 Days
Selling Part 2— Relationship Selling #	2 Days
Selling Part 3—Territory & Account Management	2 Days
Business Presentations	2 Days
Time Management	1 Day
Excel—Power Features *	1 Day
Monitor a Safe Workplace	1 Day

- 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, the DISC Behaviour Profiling Survey is provided by Ron Pollak Training at an additional cost of \$145.
- ¹Ron Pollak Training delivers Certificate IV in Business Sales BSB40607¹ under the auspices of Enrich Training, a Registered Training Organisation (31433).