



Certificate IV in Business Sales On - Line

BSB40607 Certificate IV in Business Sales

Course Overview

The Certificate IV in Business Sales provides the participant with an opportunity to develop business sales competencies and apply them practically in the workplace.

This development program is offered through our on-line e-learning platform. This means the participant can undertake learning activities at a time convenient to workplace demands without having to leave the work site to attend workshops.

All that is required is access to a computer and the internet. IPS also has experience in consulting to determine blended delivery methods where applicable.

An initial induction into the program is provided at the time of enrolment when we assess and recognise existing skills the participant may possess. This enables them to receive advanced-standing in the program and allows us to focus on the skills they need to develop.

A coach is allocated to the participant and is available on-line or by phone Monday to Friday during working hours. Assessments are completed and submitted on-line to our qualified assessors who provide feedback in a timely manner.

Target Audience

- Sales Account Assistance
- Sales Agent
- Sales Representative



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Total Number of Units Required for Qualification – 10

1 Core Unit required:

- Monitor a sale workplace

Elective Units - Choose 9 appropriate to the trainee's role:

- Develop product knowledge
- Build client relationships and business networks
- Identify sales prospects
- Present a sales solution
- Secure prospect commitment
- Support post-sale activities
- Self-manage sales performance
- Coordinate implementation of customer service strategies
- Address customer needs
- Organise meetings
- Organise business travel
- Coordinate business resources
- Report on financial activities
- Make a presentation
- Create and use databases
- Develop and use complex spreadsheets
- Profile the market
- Analyse consumer behavior for specific markets
- Conduct market research
- Promote products and services
- Undertake marketing activities
- Establish networks
- Analyse and present research information
- Develop a sales plan

- Lead and manage a sales team
- Establish effective workplace relationships
- Promote team effectiveness

Registration and Enquiries

Time required to complete the qualification: 2 years full-time or up to 4 years part-time.

Average time to complete: 6 months

This qualification is nationally recognised and portable throughout Australia. Federal government incentives of up to \$4,000.00 per participant may apply subject to meeting eligibility criteria and completion of qualifications.

Contact IPS Institute to organise enrolment today

Phone: (07) 3841 8011

Email: info@ipspeople.com

Website: www.ipspeople.com