



Australian Government

BSB40615 Certificate IV in Business Sales

Release 2

BSB40615 Certificate IV in Business Sales

Modification History

Release	Comments
Release 2	This version released with BSB Business Services Training Package Version 2.0. Version created to update unit list.
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

Qualification Description

This qualification is suitable for individuals with well-developed sales skills across a range of business sales contexts. They may problem-solve, provide leadership to others and analyse a range of information. Typically, people in this role would report to a more senior business sales practitioner.

Licensing/Regulatory Information

No licensing, legislative or certification requirements apply to this qualification at the time of publication.

Entry Requirements

Nil

Packaging Rules

Total number of units = 10

4 core units plus

6 elective units, of which:

- 4 elective units must be selected from the elective units listed below
- 2 elective units may be selected from the elective units listed below, from this Training Package or from any current accredited course or endorsed Training Package at this qualification level or Certificate III or Diploma level.

Elective units must be relevant to the work environment and the qualification, maintain the integrity of the AQF alignment and contribute to a valid, industry-supported vocational outcome.

Core Units

BSBPRO401 Develop product knowledge

BSBREL402 Build client relationships and business networks

BSBSLS407 Identify and plan sales prospects

BSBSLS408 Present, secure and support sales solutions

Elective Units

BSBCUS401 Coordinate implementation of customer service strategies

BSBCUS402 Address customer needs

BSBFIA402 Report on financial activity

BSBADM405 Organise meetings

BSBADM406 Organise business travel

BSBADM409 Coordinate business resources

BSBINT401 Research international business opportunities

BSBCMM401 Make a presentation

BSBITU301 Create and use databases

BSBITU402 Develop and use complex spreadsheets

BSBLDR402 Lead effective workplace relationships

BSBLDR403 Lead team effectiveness

BSBMKG401 Profile the market

BSBMKG408 Conduct market research

BSBMKG413 Promote products and services

BSBMKG414 Undertake marketing activities

BSBMKG415 Research international markets

BSBMKG416 Market goods and services internationally

BSBMKG417 Apply marketing communication across a convergent industry

BSBMKG418 Develop and apply knowledge of marketing communication industry

BSBMKG419 Analyse consumer behaviour

BSBWHS401 Implement and monitor WHS policies, procedures and programs to meet legislative requirements

BSBREL401 Establish networks

BSBREL403 Implement international client relationship strategies

BSBRES401 Analyse and present research information

BSBSLS501 Develop a sales plan

BSBSLS502 Lead and manage a sales team

BSBSUS401 Implement and monitor environmentally sustainable work practices

FNSSAM402 Implement a sales plan

Qualification Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSB40615 Certificate IV in Business Sales Release 2	BSB40615 Certificate IV in Business Sales Release 1	Updated unit list	Equivalent qualification

Links

Companion volumes available from the IBSA website:

http://www.ibsa.org.au/companion_volumes -

http://companion_volumes.vetnet.education.gov.au/Pages/TrainingPackage.aspx?pid=13