

Certificate IV in Business Sales

[BSB40610]



About this Qualification

The results of a business can be greatly improved by up-skilling staff so they can make the best contribution in their sales roles.

Businesses need employees who are responsible for increasing an organisation's products/services sales. Employee's who can identify sales prospects, present a sales solution, and self-manage sales performance as well as building client relationships and business networks are key to a successful sales team.

The Certificate IV in Business Sales qualification allows a range of subject options to enable businesses to select the skills and knowledge that their staff would benefit from training in. It suits employees already in a sales role, and those with more experience but who have specific training needs. It may also be a suitable entry level qualification for staff in a face to face sales role who have high level communication skills.

Course Suitability

This course has general suitability for any employees who have a face to face sales role as a significant component of their job. Eg

- Sales Representatives
- Sales Consultants
- Business Development Officers
- Account Managers / Executives
- Business Sales Team Leaders

Contact the College to discuss the most suitable workshops for staff in telephone sales.

Enrolment Options

This qualification is available in most states as a government funded Traineeship enrolment*
*Subject to eligibility in your state. Refer to our brochure "About Traineeships".

The qualification is also available for individual students to enrol on a private basis.

Employers can also directly enrol staff where Traineeship enrolment is not suitable.

Course Fees

The course fees for eligible New Worker Traineeship enrolments* are paid directly by the government. The only fees payable by the employer for eligible New Worker Traineeship enrolments are the compulsory annual Enrolment Fee as set by the relevant state government.

For Existing Worker Traineeships, Individual Enrolments and Employer Sponsored Enrolments refer to the College Fee Schedule for current pricing terms, and discounts available for multiple enrolments from employers.

All course fees cover the full cost of course materials issued to students.

Course Duration

The qualification is timetabled to be completed in one year over a 22 week period, with students required to mail assignments to the College at regular intervals.

Regular study of approximately 2 hours per week, in conjunction with on-the-job practice of the skills covered in the course would normally be required to successfully complete this qualification.

The timetable can be extended to a longer period subject to maximum timeframes set in each State for Traineeship enrolments (generally 24 months).

Students can complete as early as they like – as they study at their own pace.

Enrol at any time as the College has continuous courses all year round.

Course Benefits

The qualification offers:

- cost effective ways for employers to up-skill staff
- access to Traineeship Incentives
- flexible methods of delivery
- structured, high quality training
- wide range of subjects that allow tailoring to individual business and employee needs



Australian College
of Commerce & Management

College Trainers and Materials

Each student will have a dedicated College Training Manager to provide immediate assistance and support.

The College Trainers all have “real life” experience in the areas that they train in, and so have the expertise and skills to provide effective student and employer support.

The course materials are delivered in separate “modules” or workbooks. Each module concentrates on a specific theme, and may cover a number of “units of competency” (these are the “national standards” that apply to the qualification).

The College course material is easy to read and understand and is kept up to date with current business practices and relevant legislation.

Students are issued a Course Folder to keep their course material organised.

Course Delivery

Course can be delivered in a range of delivery modes based on the most suitable mode for the circumstances:

- workbook / correspondence
- on-line learning
- class room learning

In some situations the mode will be a mix of these options. Discuss these options with the College.

Workbook modules are designed so that students can use small periods of time to “study”. This makes the course achievable even in a busy office – with small periods of time being able to be used effectively.

Entry Requirements

There are no formal entry requirements.

However subject to the electives chosen, average English literacy and communication skills, and the capacity to analyse and solve problems are essential skills at this level.

Practical experience in a working environment with some sales roles is recommended.

Course Subjects and Electives

The qualification includes the following core modules:

- Use Technology in the Workplace
- Provide Sales Solutions to Customers
- Safety at Work for Supervisors
- Business Networks
- Planning for Sales Success – Prospecting

The qualification includes the following elective modules:

- Greenlight to Customer Service
- Implement and Monitor Marketing
- Meetings, Conferences and Business Travel
- Develop a Sales Plan
- Provide Personal Leadership
- Achieving Work Priorities
- Make a Presentation

Qualification & Career Pathway

This is a nationally accredited, formal qualification recognised as part of the Australian Qualifications Framework.

Career paths include opportunities:

- Sales Representative
- Business Development Officer
- Account Manager
- Business Sales Team Leaders

After completion of this qualification you have a range of opportunities to continue your studies at Diploma level in:

- Frontline Management
- or continue with Business

