

## Task 2 – Sales Plan – Specific Product

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### Instructions to Learners:

- *This summative assessment can be completed in class or at any other convenient location.*
- *Students are required to complete this task using digital tools and ensure to submit in an acceptable format, e.g. .docx, .pdf, .pptx, or as advised by your assessor.*
- *Please use the following formatting guidelines to complete this assessment task:*
  - **Font Size: 12; Line Spacing: Double; Font Style: Times New Roman**
- *Assessment activities can be completed either in real workplace environment or in a simulated environment such as your classroom. In both cases, appropriate evidence of the assessment activities must be provided.*

### Instruction to Assessors:

- *You must assess student's assessment according to the provided Marking Criteria.*
- *You must complete and record any evidence related to assessment activities including role-plays and presentations using appropriate forms which must be attached with student assessment submission.*
- *You must provide students with detailed feedback within 10 working days from submission.*

Develop a sales plan around the following product:



You will require to present a 15-minute sales plan to a small group.

## TASK 2 MARKING CRITERIA

BSBSLS501 Develop a sales plan		S	NYS
Learner's name:			
Assessor's name:			
Observation Criteria		S	NS
Obtained and analysed assessment of market needs and strategic planning documents			
Reviewed previous sales performance and successful approaches to identify factors affecting performance			
Analysed information on market needs, new opportunities, customer profiles and requirements as a basis for decision making			
Determined practical and achievable sales targets			
Established realistic time lines for achieving targets			
Determined measures to allow for monitoring of performance			
Ensured objectives of the sales plan and style of the campaign are consistent with organisational strategic objectives and corporate image			
Determined approaches to be used to meet sales objectives			
Identified additional expertise requirements and allocate budgetary resources accordingly			
Identified risks and develop risk controls			
Developed advertising and promotional strategy for product			
Identified appropriate distribution channels for product			
Prepared a budget for the sales plan			
Presented documented sales plan to appropriate personnel for approval			
Identified and acquired staff resources to implement sales plan			
Developed an appropriate selling approach			
Documented the sales plan in an acceptable format			
Trained staff in the selling approach selected			
Developed and assessed staff knowledge of product to be sold			
Monitored implementation of the sales plan			
Recorded data measuring performance versus sales targets			

