

Modification history

Release	Comments
Release 2	This version released with AHC Agriculture, Horticulture, Conservation and Land Management Training Package Version 5.0.
Release 1	Initial release

AHCMER501	Develop a sales strategy for rural products
Application	<p>This unit of competency describes the skills and knowledge required to review existing sales plans, develop, implement and review a sales strategy for rural products.</p> <p>The unit applies to individuals who apply specialised skills and knowledge to the development of a sales strategy for rural products, and take personal responsibility and exercise autonomy in undertaking complex work. They analyse and synthesise information and analyse, design and communicate solutions to sometimes complex problems.</p> <p>All work is carried out to comply with workplace procedures, health and safety in the workplace requirements, legislative and regulatory requirements, and sustainability and biosecurity practices.</p> <p>No licensing, legislative or certification requirements apply to this unit at the time of publication.</p>
Prerequisite Unit	Nil
Unit Sector	Merchandising and Sales (MER)

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Review existing sales plans	1.1 Review current market returns against sales objectives for the property 1.2 Analyse and compare current performance data to relevant benchmark information 1.3 Identify trends and opportunities in respect to customer requirements 1.4 Review current specifications for products and services
2. Devise a sales strategy	2.1 Identify range of market options for rural products and services 2.2 Analyse alternative market options for their profitability and feasibility consistent with sales objectives for property 2.3 Develop sales plan identifying product specifications and quality assurance strategy, target market outlets, timing and volume of sales and price risk management strategy 2.4 Review the implications of the sales strategy according to commercial law and legislation 2.5 Determine available resource commitments and capacity to implement the sales strategy 2.6 Define and develop contingency plan to manage variations in production and market prices
3 Implement and review a sales strategy	3.1 Conduct sales according to the sales strategy and adjust according to contingency plan 3.2 Review and amend sales plan

Foundation Skills	
<i>This section describes those language, literacy, numeracy and employment skills that are essential for performance in this unit of competency but are not explicit in the performance criteria.</i>	
Skill	Description
Reading	<ul style="list-style-type: none"> Identify and interpret information regarding requirements for rural products sales strategy, contingency plan and legal requirements
Writing	<ul style="list-style-type: none"> Develop rural products sales strategy and contingency plan
Numeracy	<ul style="list-style-type: none"> Analyse and interpret sales data

Unit Mapping Information			
Code and title current version	Code and title previous version	Comments	Equivalence status
AHCMER501 Develop a sales strategy for rural products Release 2	AHCMER501 Develop a sales strategy for rural products Release 1	Performance criteria clarified Foundation skills added Assessment requirements updated	Equivalent unit

Links	Companion Volumes, including Implementation Guides, are available at VETNet: https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=c6399549-9c62-4a5e-bf1a-524b2322cf72
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TITLE	Assessment requirements for AHCMER501 Develop a sales strategy for rural products
Performance Evidence	
<p>An individual demonstrating competency must satisfy all of the elements and performance criteria in this unit.</p> <p>There must be evidence that the individual has developed a sales strategy for rural products on at least one occasion and has:</p> <ul style="list-style-type: none"> • reviewed current product sales against the marketing plan • developed a sales plan, which identifies: <ul style="list-style-type: none"> • product specifications and quality assurance strategy • target market outlets • timing and volume of sales • price risk management strategy • assessed a range of options for selling rural products • devised a sales strategy • reviewed the implications of the sales strategy according to commercial law and legislation • developed a contingency plan • implemented the sales strategy and reviewed against targets in the marketing plan • reviewed and amended sales plan. 	
Knowledge Evidence	
<p>An individual must be able to demonstrate the knowledge required to perform the tasks outlined in the elements and performance criteria of this unit. This includes knowledge of:</p> <ul style="list-style-type: none"> • marketing plan • potential market outlets • specifications for products and services • relevant information sources related to markets and market returns • marketing and promotional planning targets • relevant workplace health and safety procedures, legislation and codes of practice requirements • relevant commercial law and legislation. 	
Assessment Conditions	
<p>Assessment of skills must take place under the following conditions:</p> <ul style="list-style-type: none"> • physical conditions: <ul style="list-style-type: none"> • a workplace setting or an environment that accurately represents workplace conditions • resources, equipment and materials: <ul style="list-style-type: none"> • marketing plan • sales benchmark information • product and service specifications • specifications: <ul style="list-style-type: none"> • workplace health and safety procedures, legislation and codes of practice requirements applicable to developing a sales strategy for rural products • commercial law and legislation applicable to developing a sales strategy for rural products. <p>Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.</p>	
Links	<p>Companion Volumes, including Implementation Guides, are available at VETNet: https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=c6399549-9c62-4a5e-bf1a-524b2322cf72</p>