New Zealand Diploma in Business – Sales Level 5 and Level 6

This document shows the reviewed Level 5 and the current position the Working Group has for Level 6. This is to assist in understanding why Marketing and Sales recommend being separated.

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| **Strategic purpose statement L5** | |
| The purpose of this qualification is to provide Aotearoa New Zealand with people who have business knowledge and skills that can be applied in a range of operational business contexts.  Graduates will be able to contribute to the achievement of business operational objectives, through the application of knowledge and skills, in an ethical and inclusive manner, in accordance with ngā kaupapa o te Tiriti o Waitangi (the principles of the Treaty of Waitangi), and in a multi-cultural environment.  The qualification includes strands that allow graduates to apply knowledge and skills in a range of specialised business operational contexts. Some strands can lead to further credentialing by professional bodies. | |
| **Reviewed draft core graduate profile outcomes** *(please note you can provide feedback on this and it will be sent to the Core Working Group)* | |
| * Analyse the operational impact of internal and external environments on an entity to inform decision-making. * Apply broad knowledge of business principles and practices and contribute operationally to support innovation, performance and organisational change in an entity. * Develop and maintain operational business relationships with stakeholders to support the performance of an entity. * Communicate clear and concise business information with internal and external stakeholders to meet operational objectives of the entity * Apply knowledge of te Tiriti o Waitangi to analyse how the resulting bi-cultural partnership can be applied to an entity’s operational activities and relationships. * Apply professional and ethical practices with integrity, to contribute to the growth and sustainability of an entity. | |
| **Reviewed draft graduate outcomes** | **What do we mean** |
| * Apply sales principles and processes, including consideration of the role of the entity's brand. | * Introduction to Sales Strategy, Sales Process, and Tools * Building and Maintaining Sales Relationships * Partnering and Collaborative Selling * Customer Focus * Principles of Account Management * Finding and Qualifying New Prospects * Preparing and Presenting Sales Solutions * Negotiating and Closing Sales * Meeting Commitments and Proving Value |
| * Advise management on existing and emerging sales issues, based on secondary research. | * Developing Personal Resilience * Using Legal, Regulatory and Ethical Frameworks * Developing Commercial and Financial Acumen * Segmentation in Consumer and Business Markets * Differentiating in a Competitive Market * Developing Value Propositions * Competitive Bidding * Pipeline Management and Forecasting |
| * Use existing technology, and show awareness of emerging technology, in a range of sales contexts and/or delivery platforms. | * Using Digital Technologies * Using Data to Gain Insights |
| * Communicate persuasively and purposefully, using a buyer-focused approach and negotiation, with customers and prospects to contribute towards sales outcomes | * Communication * Negotiation * Persuasion * Relationship Building * Listening * Time Management |