
Overview

This standard is about identifying opportunities to increase the sales of a particular product using a definite campaign based on research and estimating the increase in sales. This could be based on new or current products. It does not mean just identifying opportunities to promote products as part of normal sales transactions.

This standard is for staff who identify opportunities to increase sales.

When you have completed this standard you will have demonstrated your understanding of and ability to:

- Identify opportunities to increase sales of particular products

Performance criteria

You must be able to:

1. research promotional opportunities that offer the greatest potential to increase sales following your workplace procedures
2. identify the promotional opportunities of particular products and estimate the increase in expected sales following your workplace procedures
3. follow your workplace procedures to present promotional opportunities of particular products to the correct person and gain authority to carry out the sales activity
4. fill in the relevant records fully and accurately following your workplace procedures and relevant legislation

Knowledge and understanding

You need to know and understand:

1. trends, including seasonal, and how they affect opportunities for sales
2. the difference between the features and benefits of products
3. how to promote the features and benefits of particular products to retail customers
4. how to estimate and compare the potential of promotional opportunities to increase sales of particular products
5. who to approach in your workplace about promotional opportunities identified for particular products

PPL.C206

Identify opportunities to increase sales of particular products



Links to other NOS

PPL.C207 Promote particular retail products

PPL.C206

Identify opportunities to increase sales of particular products



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Originating Organisation	Skillsmart Retail
Original URN	SSR.C206
Relevant Occupations	Manager, Owner/Manager, Retail and Commercial Enterprise, Retailing and Wholesaling, Sales and Customer Services Occupations, Sales Assistants and Retail Cashiers, Team Leader
Suite	Retail
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