



Australian Government

Department of Education, Employment and Workplace Relations

CPPDSM5014A Develop property marketing and sales strategy

Release: 1

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Modification History

Not Applicable

Unit Descriptor

Unit descriptor

This unit of competency specifies the outcomes required to develop a property marketing and sales strategy. It requires the ability to use appropriate analysis tools to evaluate the current market and to research marketing and sales strategies suitable to client requirements.

The unit may form part of the licensing requirements for persons engaged in property development, sales and management activities, including in the real estate, business broking, stock and station agency and property operations and development sectors, in those States and Territories where these are regulated activities.

Application of the Unit

Application of the unit

This unit of competency supports the work of those involved in developing property marketing and sales strategies.

Licensing/Regulatory Information

Refer to Unit Descriptor

Pre-Requisites

Prerequisite units Nil

Employability Skills Information

Employability skills The required outcomes described in this unit of competency contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit of competency is packaged, will assist in identifying employability skills requirements.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency. Performance criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Determine marketing and sales objectives.	<p>1.1 <i>Marketing and sales</i> opportunities are analysed in terms of their viability and likely contribution to organisational and client goals and objectives.</p> <p>1.2 Marketing and sales requirements are identified in consultation with <i>relevant people</i> according to <i>organisational requirements</i>.</p> <p>1.3 Sources of property <i>market information</i> are identified and information is collected according to organisational requirements.</p> <p>1.4 <i>Characteristics of customer base</i> and target markets are evaluated using available data and recognised research techniques.</p> <p>1.5 <i>Business equipment and technology</i> are used to access, analyse and organise information according to organisational requirements.</p>
2 Develop a marketing and sales strategy.	<p>2.1 <i>Marketing and sales objectives</i> and strategies are developed in consultation with relevant people according to organisational requirements.</p> <p>2.2 Marketing and sales strategies are developed in line with organisational requirements and detail a range of <i>activities</i> that accurately reflect client needs and <i>legislative and ethical requirements</i>.</p> <p>2.3 Marketing and sales materials reflecting agreed strategies are developed within appropriate budgets and timeframes.</p> <p>2.4 Marketing and sales methods that best fit the potential market are selected and used to ensure maximum impact within specified markets.</p> <p>2.5 Personnel and resources required to support marketing and sales strategies are identified and prepared according to organisational requirements.</p>
3 Review and report on marketing and sales activities.	<p>3.1 Marketing and sales activities are reviewed against the aims and objectives of the marketing and sales strategy.</p> <p>3.2 Need for adjustments and alternative marketing and sales strategies is assessed in consultation with relevant people.</p> <p>3.3 <i>Feedback</i> on marketing and sales strategy outcomes is sought using reliable methods and verifiable data according to organisational requirements.</p> <p>3.4 Conclusions and recommendations are prepared from verifiable evidence and constructive advice is provided</p>

ELEMENT**PERFORMANCE CRITERIA**

on future marketing and sales initiatives.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the essential skills and knowledge and their level, required for this unit.

Required skills:

- analytical skills to research industry benchmarks and analyse data and budget requirements
- communication skills to present marketing and sales information to clients, and interpret written and oral information
- computing skills to access the internet and web pages, prepare and complete online forms, lodge electronic documents and search online databases
- interpersonal skills to relate to people from a range of social, cultural and ethnic backgrounds and varying physical and mental abilities
- planning skills to plan and schedule marketing and sales activities
- problem solving skills to develop contingency plans and select alternative marketing and sales options and to negotiate strategies with clients
- technology skills to maintain databases and source information.

Required knowledge and understanding:

- business planning processes
- customer relations policies
- industry benchmarks
- market competitors
- market conditions and forces
- marketing and sales principles and practices
- performance evaluation measures
- relevant federal and state or territory legislation and local government regulations related to:
 - anti-discrimination
 - consumer protection
 - environmental issues
 - equal employment opportunity (EEO)
 - financial probity
 - franchise and business structures
 - industrial relations

REQUIRED SKILLS AND KNOWLEDGE

- OHS
- privacy
- property sales, leasing and management.

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

Overview of assessment

This unit of competency could be assessed through practical demonstration of developing a property marketing and sales strategy. Targeted written (including alternative formats where necessary) or verbal questioning to assess the candidate's underpinning knowledge would provide additional supporting evidence of competence. The demonstration and questioning would include collecting evidence of the candidate's knowledge and application of ethical standards and relevant federal, and state or territory legislation and regulations. This assessment may be carried out in a simulated or workplace environment.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

A person who demonstrates competency in this unit must be able to provide evidence of:

- accurately determining marketing and sales requirements and client objectives
- collecting and analysing current market and sales information
- identifying marketing and sales activities and required resources and incorporating into a property marketing and sales strategy
- knowledge of organisation's practices, ethical standards and legislative requirements associated with developing and implementing a property marketing and sales strategy
- obtaining feedback and collecting data to review success of marketing and sales strategy
- selecting a range of suitable marketing and sales options.

Context of and specific resources for assessment

Resource implications for assessment include:

- access to suitable simulated or real opportunities and

resources to demonstrate competence

- assessment instruments that may include personal planner and assessment record book
- access to a registered provider of assessment services.

Where applicable, physical resources should include equipment modified for people with disabilities.

Access must be provided to appropriate learning and/or assessment support when required.

Assessment processes and techniques must be culturally appropriate, and appropriate to the language and literacy capacity of the candidate and the work being performed.

Validity and sufficiency of evidence require that:

- competency will need to be demonstrated over a period of time reflecting the scope of the role and the practical requirements of the workplace
- where the assessment is part of a structured learning experience the evidence collected must relate to a number of performances assessed at different points in time and separated by further learning and practice with a decision of competence only taken at the point when the assessor has complete confidence in the person's competence
- all assessment that is part of a structured learning experience must include a combination of direct, indirect and supplementary evidence
- where assessment is for the purpose of recognition (RCC/RPL), the evidence provided will need to be current and show that it represents competency demonstrated over a period of time
- assessment can be through simulated project-based activity and must include evidence relating to each of the elements in this unit.

In all cases where practical assessment is used it will be combined with targeted questioning to assess the underpinning knowledge. Questioning will be undertaken in such a manner as is appropriate to the language and literacy levels of the candidate and any cultural issues that may affect responses to the questions, and will reflect the requirements of the competency and the work being performed.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. ***Bold italicised*** wording in the performance criteria is detailed below. Add any essential operating conditions that may be present with training and assessment depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts.

Marketing and sales may relate to:

- business-to-business marketing and sales
- direct marketing and sales
- ideas marketing and sales
- marketing of goods
- public sector marketing and sales
- services marketing and sales
- telemarketing and sales.

Relevant people may include:

- advertising executives
- business consultants
- clients
- graphic artists
- key stakeholders
- managers
- members of industry associations
- public relations consultants
- real estate agents
- solicitors
- taxation and accounting practitioners.

Organisational requirements may be outlined and reflected in:

- access and equity principles and practice guidelines
- business and performance plans
- complaint and dispute resolution procedures
- goals, objectives, plans, systems and processes
- legal and ethical requirements and codes of practice
- mission statements and strategic plans
- OHS policies, procedures and programs
- policies and procedures in relation to client service
- quality and continuous improvement processes and standards
- quality assurance and procedure manuals.

Market information may be collected using a range of techniques such as:

- discussions with colleagues and clients
- documentation and reports
- group workshops and brainstorming

- industry associations
 - interviews and questionnaires
 - media, including newspaper, radio, television and industry magazines
 - organisational or industry-based surveys.
- Characteristics of customer base*** to be considered may include:
- attitude
 - business characteristics
 - consumer requirements
 - demographics
 - desired benefits
 - lifestyle
 - service usage
 - social and cultural factors.
- Business equipment and technology*** may include:
- computers
 - data storage devices
 - email
 - facsimile machines
 - internet, extranet and intranet
 - photocopiers
 - printers
 - scanners
 - software applications, such as databases and word applications.
- Marketing and sales objectives*** may relate to:
- local, regional and national sales
 - new tenants
 - promoting new property developments
 - targeting specific tenancy mix.
- Activities*** may include:
- business-to-business marketing and sales
 - direct marketing and sales
 - mail-outs
 - promotional strategies, such as:
 - advertising
 - canvassing
 - image and presentation
 - pricing
 - public relations
 - target markets by service type
 - use of internet and email.
- Legislative and ethical requirements*** may be outlined and reflected in:
- Australian standards
 - general duty of care to clients
 - home building requirements

- privacy requirements
- relevant federal, and state or territory legislation that affects organisational operation, including:
 - anti-discrimination and diversity
 - environmental issues
 - EEO
 - industrial relations
 - OHS
- relevant industry codes of practice covering the market sector and industry, financial transactions, taxation, environment, construction, land use, native title, zoning, utilities use (water, gas and electricity), and contract or common law
- strata, community and company titles
- tenancy agreements
- trade practices laws and guidelines.
- clients and colleagues
- competitors
- documentation and reports
- quality assurance data
- questionnaires
- regular meetings
- surveys.

Feedback may be obtained from:

Unit Sector(s)

Unit sector Property development, sales and management

Competency field

Competency field Property operations and development