

# skills **NOW**

results at your fingertips

## **Sample Unit Retail Certificate III 2009**

This sample shows how the Advertising and promotional activities unit is covered by skills NOW. All certificate III units are treated the same way.

1. Notes – sample – trainee to read from Note Book.
2. Skills maps from Skills Book – these define the skills and knowledge required for each unit and link specific learning activities to each.
3. Learning activities and task records – these are usually combined – trainee learns by doing.
4. Activity Summary – similar units are batched to facilitate learning and assessment. This summarises the completed activities for each batch.
5. Learning Activity Summary – this is to cover the batches of core and elective units for the certificate course. The aim is to provide the trainee with a list of completed tasks to enhance job applications.

This format encourages the trainee to play a more active, positive role in the training process and think about retail issues. Practical involvement will help develop initiative and employability skills.

## 1.03 Advertising & promotional activities

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This chapter covers the unit **SIRXMPR008A (formerly WRWMK303A) Implement advertising and promotional activities**. This unit describes the skills and knowledge required to implement advertising and promotional activities to promote the sale of products and services in a retail environment.

### Application

This chapter is suitable for managers, department managers and team leaders. It shows how to target advertising and joint promotional programs to promote the sale of products and services by analysis of past activities and planning, organising and coordinating new activities. It shows how to evaluate the success of promotional activities.

### Employability Skills

Trainees who complete this unit should be able to better plan and execute promotional activities – these are valuable employability skills.

## Marketing plans

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Most retail groups or stores will have a marketing plan to cover promotions for a specific period such as six or twelve months. Such a plan will:

1. Define the program events – week by week
2. Specify the media to be used such as catalogue, press, radio, leaflet, TV
3. Nominate the special events such as Christmas or Easter Sales, Winter Sale, Mothers' Day, Spring Garden Sale.
4. Nominate the planned dates for each activity including the selling period.
5. Cost the program – if accepted, this will become the marketing budget.

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**DON'T SPEND ALL THE MONEY!**

After setting a marketing budget, don't commit all the money – hold back a reserve of 10% to 20% to protect you from cost overruns or in case extra advertising is needed due to poor sales.

6. Products to be promoted will be selected closer to each event.

## Promotion objectives

Retailers and their suppliers share common goals for their promotions:

### Generate sales

Retailers need to generate sales to keep the business running. Promotions play an important role in attracting shoppers and generating sales. This is a short term goal – stores need regular and successful promotions to pay the bills.

### Telling a story

In addition to selling products, many promotions aim to communicate to the public specific messages such as ‘Harvey Norman is the place for wide screen TV’, ‘David Jones is the place for ladies’ fashion.’ For this reason, many such promotions are staged **before** peak sales are achieved eg. a Summer fashion launch could be as early as July or August. Mid year toy sales have the advantage that stores are set up early for Christmas. These are short to medium term goals – about sales and image building. The aim is develop categories so that there is a ‘top of mind’ public association with the store.

### Category development

This is similar to the above, for example the category International Foods. Often consumers of such products start by buying these ‘to try something different’. Indian foods have several different sauces – if the consumer likes the first product she may try some of the others. The category is developed if in turn the Indian food becomes part of the regular family menu. From a retailer perspective, sales gain may however be illusory for if the consumer has merely switched from Mexican to Indian, there may be no net sales gain at all.

### Brand development

Promotions help build both retailer and supplier stores image eg. Clinique is a premium cosmetic. If the store promotes Clinique then it is making a statement that ‘Brown’s Pharmacy carries premium cosmetic and beauty products.

Both Coles and Woolworths (Safeway) are currently actively developing and promoting their own exclusive store brands in an attempt to gain market share.

### Promotion themes

Each promotion should have a clear message:

What do you wish to say?

What is the promotion theme?

Which merchandise is most suitable for this promotion?

The products which you select will be largely determined by the objectives which you have set for the specific promotion. If the promotion theme is “summer sale” then the categories represented and the product selection should reflect this with an emphasis on price.

### Sales and profit objectives

Retail groups will set their own sales and profit estimates for each promotion. At store level, the estimate could be based on store level performance such as:

'In March, an average week without promotion has sales of \$24,000 and achieves a gross margin of 33.33% or \$8,000.

We expect that the catalogue promotion of week 3 to give us another \$6,000 in sales, giving a total of \$30,000. We expect the gross margin percent to fall to 30.00% due to several promotion price reductions so that the estimated gross margin will be \$9,000.'

Stores with point of sales systems can estimate promotion sales by item (based on actual sales results). This is preferable as it provides more accurate targets which assist when ordering stock to back the promotion and in a post promotion results review.

For example

#### SUMMER SAVERS CATALOGUE

##### March 7th to 14th 2009 Sales & profit estimates

##### Category: Electrical - Small appliances

	Cost	Adv. Sell	Margin \$	Est. unit sales	Est. \$ sales	Est. Margin \$	Est. Margin %	Actual \$ sales	Actual Margin \$
Kettle 3Lt	\$10.00	\$12.95	\$2.95	10	\$130	\$29.50	22.78		
Toaster 2 slice	\$12.00	\$14.95	\$2.95	10	\$150	\$29.50	19.73		
Toaster 4slice	\$20.00	\$24.95	\$4.95	6	\$150	\$29.70	19.84		
Steam iron	\$22.00	\$29.95	\$7.95	8	\$240	\$63.60	26.54		
Sandwich maker	\$14.00	\$19.95	\$5.95	6	\$120	\$35.70	29.82		
Mixer 5 speed	\$12.00	\$16.95	\$4.95	5	\$85	\$24.75	29.20		
Total			\$29.70	45	\$873	\$213	24.38		

### Your target market

Advertising and promotions are about communication so you need to decide who you wish to communicate with and the best way to do it. This will vary according to the nature of the business and your target market.

If your aim is to communicate to the people in your market area, then a catalogue may be the best way. If you have a comprehensive data base then you may be able to target specific market segments such as dairy farmers or arthritis sufferers to offer them products relevant to their situations. Refer 11. Profile a retail market.

## Promotion planning

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In promotion planning, for retail groups, promotion theme, product selection and media are usually determined at head office levels and individual outlets will follow the determined program. Retail groups put a great deal of effort and expense into their programs so, not to let them down, each store needs to plan how to best implement the promotions. The process is:

### Review your promotions for last year

- Which promotions worked? Do these again?
- Which promotions did not work? Should you try these again? Can you improve them?
- Can you reduce your promotion costs?
- Where would you benefit from additional spending?
- Are you promoting the right products?
- Are the promotions working at store level?

### What is your preferred program for this year?

- Which categories/products do you wish to promote?
- When do you wish to promote them?
- How do you wish to promote them?
- Which suppliers do you wish to work with to promote them?
- What resources are available?

### Making promotions more interesting

You compete not just as a retailer, but as an entertainment venue. Make sure that your promotions are interesting. This will depend upon your:

- Product offer
- Service
- Store presentation
- Merchandising
- New, exciting products
- Promotion format.

Promotions can become too predictable and boring if:

- Repetitive – the same products advertised repeatedly, usually at the same price.
- Similar product mix in each promotion.
- Few new or more interesting products.
- Supplier funded - the same brands and products featured.

These problems can be minimised by:

- Changing your promotion content by month so that it is not too repetitive.
- Changing size, brand and model options. Not the same item every time.
- Using special bonus offers, competitions etc.
- Good merchandising and point of sale material to make stores more attractive – ‘something is happening!’

### Customer solutions

The promotion and advertised products are the bait to attract the shopper to the store. If they buy something, well and good, but the aim should be to sell them more than just an advertised special.

In planning and staging your promotions always see yourself as providing solutions to consumer problems. Think about the products that you are selling and what related products the customer is likely to need eg paint, brushes, rollers, sugar soap, ladders, drop sheets etc..

Consider customer needs when selecting products for promotion. Can you tell a total story? Can you convey the message that you sell everything needed? Ensure that the related items are well stocked and merchandised at store level as well as the advertised items.

### Setting your store up for a promotion

To maximise your sales and profit potential and enhance your store’s reputation as an interesting, exciting shopping destination it is essential that your store is well set up **before** the promotion.

#### Plan your store set up

You need to plan how to set up your store for each promotion.

- Ensure that you have sufficient stock backing for each promoted product – order and check delivery status well before the actual promotion.
- Ensure that your signage and ticketing are sufficient for the promotion –demonstrate to shoppers that something is happening at your store.
- Prepare a plan for the promotion including merchandise locations at least one week before the promotion.

## What you need

- A list of items to be promoted
- Signage and tickets to be used
- Sale date information to change computer file prices
- A sales estimate for each item
- Stock and order status for each item

## Implementing the set up

Review your stocks and orders – do you have sufficient stock?

Check stocks and displays of related items

Check display signs and tickets – location, size and content.

Identify fast moving promoted items – back up stocks

Finalise and implement the product stock location plan giving attention to:

- Estimated sales and stock holding
- Whether to promote from regular location or special display
- Location and ticketing of related items.
- Dual locations?
- Locating fast movers throughout store to improve customer traffic flow.

What are the arrangements for purchase of additional stock if necessary?

What is the plan for the store refill after the promotion?

TABLE 12.01 Common promotion problems

Problem	Cause	What to do
1. Insufficient stock promoted items	1. Sales exceed estimate. 2. Non or short delivery 3. Insufficient stock ordered	1. Check past sales to ensure that sales estimate is realistic – allow for some additional safety stock. Avoid promoting products without sales history. 2. Follow up orders and deliveries. If there is a problem can you substitute an alternative product or brand?
2. Customers cannot find product	Poor department and category signage, poor product ticketing, 'one off' product not usually sold in your store.	Check all signage and ticketing before promotion.
3. Out of stocks regular location.	If the product is displayed in two locations, it is likely to sell out from its regular spot first - regular customers may think that you are out of stock and not look elsewhere.	Ensure that you remain in stock at both locations.
4. Price discrepancies	Errors in computer file price, sale dating, tickets and shelf labels – stock price labels if used.	Pre promotion and post promotion checks of all prices and ticketing.

### Coordinating promotion activities

Successful promotions don't just happen – many people need to work together as a team to achieve the common sales and profit objectives. The retail outlet is the front line and it is critical that the event be well coordinated at this level.

Key relationships are between:

*The group or company and suppliers* – to plan and negotiate the program and individual promotions.

*The group or company and its stores or members* to communicate accurate information about the promotion.

*The group or company and its media agents* to ensure that they are appropriately briefed and that promotional material is delivered to agreed specifications on time and distributed as required.

*The store and group DC and suppliers* to ensure that the promotion is well supported with stock at store level.

*Retailers and suppliers* to work together to ensure excellent presentation at store level. Suppliers will often be prepared to help you set up your store through stock and display checks and point of sale material.

*Staff and store management.* Staff to understand the importance of the promotion and be motivated to ensure its success. Staff should be trained in the features and benefits of the merchandise on sale.

The promotion is an opportunity to attract new visitors to the store. The staff should impress them with helpful, friendly and professional service.

## Post promotion reviews

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After each promotion it is important to review the results to help plan better future promotions. Depending upon your systems, you may be able to generate your own computer report.

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**ACCENTUATE THE POSITIVE!**  
Retail catalogue promotions can involve 100s of items so some problems are inevitable. The review is not to lay blame for errors but rather to identify problems and issues and implement strategies to overcome them to ensure more effective future promotions.

The review steps are:

1. Compare the actual results with your estimates

In our earlier example, the estimates were:

Measure	Estimate	Actual
Sales	\$30,000	\$31,000
Margin \$	\$9,000	\$8,500
Margin %	30.00%	27.42%

These figures indicate a satisfactory sales result, but a disappointing profit result – presumably shoppers purchased a higher ratio of low margin items than estimated. This would require more detailed analysis to determine the products concerned.

**SUMMER SAVERS CATALOGUE**

March 7th to 14th 2009 Sales & profit estimates

Category: Electrical - Small appliances

	Margin \$	Est. unit sales	Est. \$ sales	Est. Margin \$	Est. Margin %	Actual unit sales	Actual \$ sales	Actual Margin \$
Kettle 3Lt	\$2.95	10	\$130	\$29.50	22.78	14	\$181	41
Toaster 2 slice	\$2.95	10	\$150	\$29.50	19.73	10	\$150	30
Toaster 4slice	\$4.95	6	\$150	\$29.70	19.84	2	\$50	10
Steam iron	\$7.95	8	\$240	\$63.60	26.54	10	\$300	80
Sandwich maker	\$5.95	6	\$120	\$35.70	29.82	2	\$40	12
Mixer 5 speed	\$4.95	5	\$85	\$24.75	29.20	4	\$68	20
Total	\$29.70	45	\$873	\$213	24.38	42	788	192

This is a disappointing result due to the failure of three of the advertised products to achieve their sales estimates. The issue is why?:

Reasons for the disappointing result could include:

- Unrealistic sales estimate
- Choice of product
- Pricing – competitor promotions
- Stock issues – insufficient stock to support promotion, supplier problems, early sell out
- Product sales trends.

If the problems can be fixed, then the products which did not perform should be dropped from future promotions and replaced with better performers.

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**THINK CRICKET TEAM!**

Promotions are like the Australian cricket team – places are limited so the retailer should aim to field the best product selection.

2. Identify the problems, determine the causes and take preventive action to correct them.
3. Look for the opportunities – which products performed very well? Could they do even better if featured? Are there categories which we could further develop?

4. Post promotion sales – was there a slump due to out of stocks or because of store reset problems?
5. Stock carry over – is there unwanted stock carry over? For range items, this may mean an overstock. For non range items, clearance action may need to be taken.
6. Promotion practices – are there any lessons to be learned as to how to achieve better results? Which media worked and which did not? Promotion timing?

Do	Don't
<p>Review past promotions to improve future ones</p> <p>Set promotion targets for better planning</p> <p>Make sure that each promotion is fully coordinated – theme, product, signage, store presentation</p> <p>Work with suppliers to develop effective promotion</p> <p>Keep the promotion running – restock as necessary</p> <p>Avoid buying mistakes through better product selection and quantification</p> <p>Where possible take advantage of favourable prices and buying term</p> <p>Clear out unwanted stocks</p>	<p>Treat promotions as a routine or a bore – how can you make them interesting?</p> <p>Back promotions with normal stocks – place orders to cover extra sales</p> <p>Take the promotion set up lightly – make an extra effort to make the store look good and the stock attractive</p> <p>Hold on to stocks of unwanted residual advertised lines – clean them out!</p>

## 2. skills NOW skills map

This skills map links practical learning activities to the skill performance standard for each unit. Before you start the activities, read the maps to better understand the skills required for accreditation and the things which you need to know,

### SIRXMPR008A Implement advertising and promotional activities

Skill	Activity	Grade
<p><b>1. Analysing previous promotional activities</b> To be accredited for this skill you need to show that you understand that it is important to review promotion performance to identify problems and improve future promotions. To do this you need to analyse past promotions and sales trends to improve future promotions.</p>	<p><b>A05 Review past promotional activities</b> Analyse past results</p>	X
<p><b>2. Organising advertising and promotions</b> To be accredited for this skill you need to show that you understand how to set measurable performance targets for promotional and advertising activities. To do this you need to set targets for:</p> <ul style="list-style-type: none"> <li>• Sales – units &amp; dollars</li> <li>• Margins</li> <li>• Stocks</li> <li>• Store image</li> </ul>	<p><b>A06 Setting promotion targets</b> Set measurable targets</p>	X
<p><b>3. Coordinating implementation of promotions and advertising campaigns</b> To be accredited for this skill you need to show that you understand that good planning is essential for effective promotions. To do this:</p> <ul style="list-style-type: none"> <li>• Advertising campaign staff activities are coordinated.</li> <li>• Advertising and marketing partners to be fully briefed on the plan.</li> <li>• All advertising material to be carefully reviewed for accuracy according to design briefs.</li> <li>• Detailed post campaign reviews to be conducted so as to improve future advertising campaigns.</li> </ul>	<p><b>A07 Promotion implementation</b> What do staff need to do?</p> <p><b>A08 Catalogue set up</b> Visit store check promotion set up</p> <p><b>A09 Store promotion set up</b> Store set up routines</p>	X  R  X

**SIRXMPR008A Implement advertising and promotional activities**

<p><b>4. Coordinating joint promotional programs</b>                  To be accredited for this skill you need to show that you understand that joint retailer – supplier promotions require both parties to work together to achieve better sales and customer satisfaction. To do this you need to know how to work with trading partners to identify joint promotional opportunities and activities to help build the business.</p>	<p><b>A10 How can suppliers help?</b>                  How can suppliers help retailers stage effective promotions?</p>	<p>X</p>
<p><b>5. Evaluating advertising and promotional activities</b>                  To be accredited for this skill you need to show that you understand how to you review the performance of promotional activities so as to improve future results. To do this you need to know how to:</p> <ul style="list-style-type: none"> <li>• Compare actual results with targets.</li> <li>• Identify and correct problems.</li> <li>• Assess impact of activities on customer numbers.</li> </ul>	<p><b>A11 Promotion post mortem</b>                  Review results and identify problems.</p>	<p>X</p>

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## Task Report

**A05 Review past promotional activities**

These are ways by which retailers can measure the success of their promotions. Robert's Gourmet Foods has a 'Cheese Month' promotion in May each year. He uses the previous year results to set objectives for this year. The results for this year are shown – which issues should Robert face in planning for the next year promotion?

Month of May	LY	TY Plan	TY Actual	Issues for next year
Number of store visitors	2,000	2,200	2,100	
Number of transactions	1,200	1,300	1,200	
Total store sales \$	\$24,000	\$27,000	\$25,000	
Cheese dept. sales \$	\$8,000	\$10,000	\$9,000	
Ave. transaction \$	\$20	\$22	\$20	
Ave. cheese sale \$	\$22	\$25	\$22	
Total store margin \$	\$8,000	\$9,400	\$8,300	
Cheese dept. margin \$	\$3,200	\$4,500	\$3,500	

Trainee name:

Signed:

Date:

# skills NOW

## Task Report

### A06 Setting promotion objectives

These are some objectives which retailers may set for their promotions. These can be general objectives such as to improve store image or measurable ones such as increase sales and profitability. This table lists possible objectives – show how you think these may be achieved.

Promotion objectives	Strategy
<b>General objectives</b> Improve store brand image	
Improve store image	
Develop key category image eg 'New Electronics for Computers!'	
Improve price image	
Improve customer service image	
<b>Measurable objectives</b> Increase store visitor numbers	
Increase sales	
Increase profit margins	
Reduce stock holdings	

Trainee name:

Signed:

Date:

# skills **NOW**

## Task Report

### A07 Catalogue objectives

For this task select three or four retailers in your area which promote by catalogue. Retail catalogue promotions usually follow one of these formats although some retailers may use different strategies for different categories. Study recent catalogues for each retailer and determine what you think are the store objectives and strategies.

Promotions	Format	Objectives
Low prices	Summer Sale, 20% off everything	
Shopping basket	Bargains in every department	
Winter Clearance Sale	All stock to go	
New Summer Fashions	Limited number of items – tell fashion story	
Special event eg Christmas sale	Strong event theme	
July Toy Sale	New toy bargains – lay by for Xmas	
Customer service	Promotes store and services rather than merchandise	
Sony comes to New Electronics!	Promotes brand in conjunction with store	
Great Hardware – the place for paint	Promotes store as place to buy paint.	
House of Elegance	Promotes up market fashion	

Trainee name:

Signed:

Date:

# skills NOW

## Task Report

### A08 Catalogue set up

Select current catalogues from three retail groups.

Store	Name & location
Store 1	
Store 2	
Store 3	

1. Mark or list the feature items for each page or category.
2. Visit each store and check these items according to the criteria provided. Assess each store for each  
A = Good, B = Acceptable, C = Improvement required.

Promotion criteria	Store 1	Store 2	Store 3
Department/category signage			
Product location			
Product signage			
Product information			
Price tickets			
Product displays			
Stock backing			
Special displays			
Overall assessment	A B C	A B C	A B C

Trainee name:

Signed:

Date:

# skills **NOW**

## Task Report

### A09 Store promotion set up

If a retail group goes to the trouble and expenses of planning and printing a catalogue it is important that each store is well prepared for the event. These are some of the activities necessary. Describe what you would do.

Activity	What to do
Store exterior signage	
Store event signage	
Product stocks	
Product location	
Product displays	
Special displays	
Product signage	
Price ticketing	
Computer event pricing	
Staff briefing	

Trainee name:

Signed:

Date:

**A10 How can suppliers help?**

Suppliers have a vested interest in assuring that retail promotions are successful. These are some of the things that suppliers can do to help. How can retailers benefit?

Supplier support	Retailer benefit
Special prices	
Special offers – bonus stock	
Special products – gift back	
Group advertising allowances	
Point of sale material	
Posters	
Product information – training	
Servicing stock displays	
Special displays	
Display set ups	

Trainee name:

Signed:

Date:

# skills **NOW**

## Task Report

### A11 Promotion post mortem

After the Christmas Sale catalogue from December 1<sup>st</sup> to 15<sup>th</sup> these problems are identified. What action do you need to take to solve the problems?

Problem	Action									
Low stocks Christmas wrap										
Santa dolls \$20 – estimated sales 100, actual sales 20, stock on hand 80										
Out of stock Christmas hams										
Catalogue Christmas tree sales and stocks <table style="margin-left: 40px; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="text-align: center;">Sales</th> <th style="text-align: center;">Stock on hand</th> </tr> </thead> <tbody> <tr> <td>1.5m</td> <td style="text-align: center;">40</td> <td style="text-align: center;">10</td> </tr> <tr> <td>1.8m</td> <td style="text-align: center;">20</td> <td style="text-align: center;">60</td> </tr> </tbody> </table>		Sales	Stock on hand	1.5m	40	10	1.8m	20	60	
	Sales	Stock on hand								
1.5m	40	10								
1.8m	20	60								
Men’s sports shirts – low stocks size M and L										
Low stock sun tan lotion										
Wide screen TV – estimated catalogue sales 10, actual 2. This category greatly overstocked due to sales slowdown.										

Trainee name:

Signed:

Date:

## 4. Activity summary: A Marketing & merchandising

### Batch A assessment units

- 1.01 SIRXMER002A Coordinate merchandise presentation
- 1.02 SIRXSLS003A Coordinate sales performance
- 1.03 SIRXMPR008A Implement advertising and promotional activities
- 1.04 SIRRRPK014A Recommend specialised products & services

Trainee name	
Trainee number	
Date	

### 1. Activity summary

Activity	✓	Date
Attend training sessions		
Read notes		
Complete learning activities		
Recognition of prior learning		
Practical experience		
Skills – workplace evidence		
Employability skills		
Other – list		

#### Third party/Supervisor report

I certify that I have witnessed the nominated trainee perform the required tasks for these units to a consistently acceptable performance standard.

Signed:

Position:

Date:

## 2. Completed learning activities

Learning activity	✓	Learning activity	✓
<b>SIRXMER002A Coordinate merchandise presentation</b>		<b>SIRXSLS003A Coordinate sales performance</b>	
A01 Displays – visual impact		A03 Store sales policies and procedures	
A02 In store pricing		A04 Monitoring retail targets	
<b>SIRXMPR008A Implement advertising &amp; promotional activities</b>		<b>SIRRRPK014A Recommend specialised products and services</b>	
A05 Review past promotional activities		A12 Product ranges	
A06 Setting promotion targets		A13 Specialised products	
A07 Promotion implementation		A14 Compare warranties	
A08 Catalogue set up		A15 Price quotations	
A09 Store promotion set up		A16 Product service and repair	
A10 How can suppliers help?			
A11 Promotion post mortem			

## 3. Improving employability skills

If you have completed the learning activities, then you will have improved these employability skills.

1 Communicating effectively	✓
2 Working in a team	✓
3 Problem solving	✓
4 Initiative & enterprise	✓
5 Planning and organising	✓
6 Self management	✓
7 Learning new skills	✓
8 Using technology	✓

Signed:

Trainee:

Date::

skills **NOW****Learning Activity Summary**

Name:	
Course:	
Training Organisation	

This is to certify that the nominated trainee has satisfactorily completed the learning activities as marked for the named course. Note that if an activity has not been marked it is because it was not selected by the trainer and does not indicate any trainee shortcoming.

Learning activity	✓	Learning activity	✓
<b>SIRXMERO02A Coordinate merchandise presentation</b>		<b>SIRXSLS003A Coordinate sales performance</b>	
A01 Displays – visual impact		A03 Store sales policies and procedures	
A02 In store pricing		A04 Monitoring retail targets	
<b>SIRXMPR008A Implement advertising &amp; promotional activities</b>		<b>SIRRRPK014A Recommend specialised products and services</b>	
A05 Review past promotional activities		A12 Product ranges	
A06 Setting promotion objectives		A13 Specialised products	
A07 Catalogue objectives		A14 Compare warranties	
A08 Catalogue set up		A15 Price quotations	
A09 Store promotion set up		A16 Product service and repair	
A10 How can suppliers help?			
A11 Promotion post mortem			
<b>BSBCMN302A Organise personal work priorities</b>		<b>SIRXMGT001A Coordinate work teams</b>	
B01 What do people do?		B09 When do you need the staff?	
B02 What do you do?		B10 Shared objectives	
B03 How do you spend your time?		B11 Coaching on the job	
B04 What are your time wasters?		B12 Motivating staff	
B05 Assessing your performance		B13 Essential staff records	

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## Learning Activity Summary (2)

Name:	
Course:	
Training Organisation	

Learning activity	✓	Learning activity	✓
<b>BSBCMN304A Contribute to personal skill &amp; development</b>			
B06 Skill gaps			
B07 Planning a skill improvement program			
B08 Monitoring skill improvement program			
<b>SIRXQUA001A Develop innovative ideas at work</b>			
B14 Seeking new ideas			
B15 Innovation implementation			
B16 Problem solving			
B17 Involving staff			
B18 Evaluate alternatives			
B19 Selling your idea			

Certified correct:

Trainer/Assessor .....

Name in block letter: .....

Position: .....

Date: .....