

Richard Kay



DEVELOPING YOUR PEOPLE 'outside the square'

Part 2 - Business Administration and Sales

In Part 1 of the series we discussed the benefits of developing staff in the area of Assessment and Workplace Training. In Part 2 of the series, we will present opportunities for developing staff within security organizations in the areas of business administration and sales, two key areas of operations for any business regardless of the industry sector.

The success of the Business Services Training Package reinforces one of the underlying principles of the National Training Framework: that employers and training providers working as partners create productive, skilled members of the workforce.

The key elements of the Business Services Training Package are:

- **Flexibility and responsiveness** - it contains qualifications that are capable of responding to the requirements of many different markets, locations, businesses, and individuals.
- **Fundamental work skills** - developing the basic skills required for work in business.
- **Attitude** - employers want people with the right attitudes. Units spell out the behaviours that reflect the attitudes needed to gain entry and flourish in the workplace.
- **Cross-industry competencies** - competencies are very broad in nature; they gain in depth and meaning by being placed in the context of an actual business, or being applied in different industries.
- **Change and innovation** - units have captured the dynamic and changing nature of work. At every level, there is the opportunity for learners to participate in improving processes and working smarter.

Business Administration

Every business, regardless of the industry sector in which it resides, has an administration component at the heart of its' operations, and yet this area is one that is often overlooked in regards to training and development. Having clearly defined processes and procedures for the maintenance of administration functions is a critical aspect of any business, and a failure to address this vital area can result in poor response to client requirements, inefficient use of time and resources and can even result in industry compliance issues related to lack of proper records and data storage.

Often people are too busy working on their business to spend appropriate time working in their business, and whilst the first category is essential to ensure business growth and success, this must also be coupled with appropriate growth

and development of administration systems to cope with that increase in information brought about by the increase in business success.

The Business Administration Competency Standards have seven skill areas that are common across all administrative work areas:

- Information Handling
- Communication
- Customer Service
- Technology
- Organisational Practices
- Teamwork
- Business Finance

The ideal candidates for these qualifications within your security organisation are:

- Receptionists
- Administrative assistants and accounts staff
- Office supervisors/managers

These people are suitably placed within your organisation to monitor and implement administrative functions on a day-to-day basis.

The Australian Qualifications Framework (AQF) descriptor levels, describe qualifications in terms of the associated skills required of job functions. In general terms, AQF levels can be summed up as follows:

| AQF level | Qualificatrion Equivalent | General job process |
|-----------|---------------------------|--|
| 1 | Certificate I | Pre-vocational (industry introduction) |
| 2 | Certificate II | Entry-level job function |
| 3 | Certificate III | Supervision |
| 4 | Certificate IV | Management |
| 5 | Diploma | Planning and Development |

This article will focus on AQF levels 2-5, with an outline of the training opportunities that exist at each level. To facilitate easy reading, the course and unit codes are not included. For a more specific analysis of your staff and which qualification best suits them, speak to your accredited training provider.

Certificate II in Business

There are 12 units required for the qualification at AQF2 - a minimum of 8 Common Business units, plus 4 units from the Business Services Training Package or any other endorsed Training Package*.

Common Business units

- Work effectively in a business environment
- Organise and complete daily work activities
- Communicate in the workplace
- Work effectively with others
- Use business technology

- Process and maintain workplace information
- Prepare and process financial documents
- Deliver a service to customers
- Provide information to clients
- Implement improved work practices
- Participate in workplace safety procedures (compulsory)
- Handle mail
- Produce simple word-processed documents
- Create and use simple spreadsheets
- Participate in environmental work practices

Certificate III in Business Administration

There are 12 units required for the qualification at AQF3 - a minimum of 5 Specialist Administration units, plus a minimum of 3 Common Business units, plus 4 units from the Business Services Training Package or any other endorsed Training Package*.

Specialist Administration units

- Produce texts from shorthand notes
- Produce texts from notes
- Produce texts from audio transcription
- Design and develop text documents
- Create and use databases

- Create electronic presentations
 - Organise schedules
 - Process payroll
 - Process accounts payable and receivable
 - Maintain a general ledger
 - Use advanced medical terminology
 - Prepare and process medical accounts
- #### Common Business units
- Exercise initiative in a business environment
 - Organise personal work priorities and development
 - Contribute to effective workplace relationships
 - Contribute to personal skill development and learning
 - Organise workplace information
 - Produce business documents
 - Maintain business resources
 - Maintain financial records
 - Recommend products and services
 - Deliver and monitor a service to customers

- Maintain workplace safety (compulsory)
- Support innovation and change
- Maintain environmental procedures

Certificate IV in Business Administration

There are 10 units required for the qualification at AQF4 - a minimum of 4 Specialist Administration units, plus a minimum of 3 Common Business units, plus 3 units from the Business Services Training Package or any other endorsed Training Package*.

Specialist Administration units

- Produce complex texts from shorthand notes
- Produce complex business documents
- Develop and use complex databases
- Develop and use complex spreadsheets
- Organise meetings
- Organise business travel
- Administer projects
- Prepare financial reports

Common Business units

- Lead work teams
- Develop work priorities
- Establish business networks
- Develop teams and individuals
- Analyse and present research information
- Maintain business technology
- Coordinate business resources
- Report on financial activity
- Promote products and services
- Coordinate implementation of customer service strategies
- Monitor a safe workplace
- Promote innovation and change
- Implement and monitor environmental policies

Diploma of Business Administration

There are 8 units required for the qualification at AQF5 - a minimum of 5 Specialist Administration units, plus 3 units from the Business Services Training Package or any other endorsed Training Package*.

Specialist Administration units

- Manage the establishment and maintenance of a workgroup network
- Manage meetings
- Plan and manage conferences
- Plan or review administration systems
- Manage payroll
- Manage business document design and development

Sales

The second area of staff development is that of

sales. Whether or not you have a specific sales role in your business structure, every business conducts sales operations of some nature...that is how we attract new business. Training staff in fundamental and key sales strategies can have the benefit of streamlining your approach to selling your business, making sales more specific and ultimately, more efficient and effective.

This program is for individuals whose job function includes selling to clients (as distinguished from sales that take place in a retail setting or a business whose principal function is Wholesaling). The specialist units cover skills and knowledge relevant to the key sales functions within any industry. The common business units provide skills relative to the individuals' effective contribution to a wider sales team and organisation as a whole.

Certificate III in Business (Sales)

There are 12 units required for this qualification at AQF3 - a minimum of 5 Sales units, plus a minimum of 3 Common Business units, plus 4 units from the Business Services Training Package or any other endorsed Training Package*.

Specialist Sales units

- Develop product knowledge
- Identify sales prospects
- Present a sales solution
- Secure prospect commitment
- Support post sale activities
- Self-manage sales performance

Common Business units

- Exercise initiative in a business environment
- Organise personal work priorities and development
- Contribute to effective workplace relationships
- Contribute to personal skill development and learning
- Organise workplace information
- Produce business documents
- Maintain business resources
- Maintain financial records
- Recommend products and services
- Deliver and monitor a service to customers
- Maintain workplace safety (compulsory)
- Support innovation and change
- Maintain environmental procedures

Units from other Training Packages must

not duplicate units selected from the Business Services Training Package. All units selected must contribute to and combine to form a work outcome. For further explanation, see the General Instructions on packaging Business Services Training Package qualifications or consult with your training provider.

Delivery Strategies

These programs are ideally suited to flexible delivery, which can create effective training outcomes with minimal staff downtime from normal company operations. Competencies can be linked to job functions and performance standards within your organisation.

In Part 3 of this series, we will examine opportunities that exist for management. ■

Richard Kay is the Principle of Dynamic Training, a registered training provider accredited in Victoria. He has been involved in training and operations within the security industry since 1994. He can be contacted at richard@dynamictraining.com.au Further information on these and other relevant programs can be found at www.dynamictraining.com.au

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