

Training Package	Automotive Industry Retail, Service and Repair (AUR05)	HSC Requirements and Advice
Unit title	Sell product(s)	
Unit code	Unit descriptor	HSC Indicative Hours
AURS241769A	This unit covers the competence required to make best use of time available, use specific sales techniques, and follow procedures for product delivery and customer follow up.	15

Evidence Guide

The evidence guide identifies critical aspects, knowledge and skills to be demonstrated to confirm competence for this unit. This is an integral part of the assessment of competence and should be read in conjunction with the Range Statement.

Critical aspects of evidence	Underpinning knowledge
<p>It is <u>essential</u> that competence in this unit signifies ability to transfer competence to changing circumstances and to respond to unusual situations in the critical aspects of:</p> <ul style="list-style-type: none"> • selling products to satisfy customer needs • use of sales techniques • communicating effectively with others involved in or affected by the work. 	<ul style="list-style-type: none"> • Selling procedures. • Communication skills, oral and written. • Communication techniques. • Product information. • Company policies and procedures. • Stock presentation techniques. • Industry legal requirements. • Finance, leasing and insurance contracts/policies.

Evidence Guide cont/d

Context of assessment	Method of assessment	Specific resource requirements for this unit
<p>Underpinning knowledge and skills <i>may</i> be assessed on or off the job.</p> <p>Assessment of practical skills <u>must</u> take place only after a period of supervised practice and repetitive experience. If workplace conditions are not available assessment in simulated workplace conditions is acceptable.</p> <p>Prescribed outcome <u>must</u> be able to be achieved without direct supervision.</p>	<p>Practical assessments:</p> <ul style="list-style-type: none"> • sell product(s) to satisfy customer needs in accordance with enterprise policies and procedures • use specific sales techniques • convey information both orally and in writing • access, interpret and apply sales information • apply time management techniques. 	<p>The following are <u>required</u>:</p> <ul style="list-style-type: none"> • a workplace or simulated workplace • sales manuals, time management guides, enterprise/ industry guidelines, office equipment (computer, typewriter, telephone, fax, etc.) • sales videos, sales brochures • enterprise based sales recording systems • various products retailed via automotive industry • a qualified workplace assessor.

Specific key competencies, underpinning and employability skills required to achieve the performance criteria

These include a number of processes learned throughout work and life, which are required in most jobs. Some of these are covered by the national key competencies, although others may be added. The details below highlight how these competencies are applied in the attainment of this unit.

Application of the key competencies in this unit are to satisfy the nominated level in which:

Level 1 – relates to working effectively within set conditions and processes;

Level 2 – relates to management or facilitation of conditions or processes; and

Level 3 – relates to design, development and evaluation of conditions or process.

How will the candidate apply the following key competency in this unit? The candidate will need to:

Collect, analyse and organise information	Collect, organise and understand information related to collect and interpret technical information.	Level 1
Communicate ideas and information	Communicate ideas and information to convey information to the customer.	Level 1
Plan and organise activities	Plan and organise activities for sales demonstration.	Level 1
Work with others and in a team	Work with others and in a team by consulting with experienced staff.	Level 1
Use mathematical ideas and techniques	Use mathematical ideas and techniques to include customer limitations of price and time in recommendations.	Level 1
Solve problems	Establish diagnostic processes which have legal requirements included in recommendations.	Level 1
Use technology	Use workplace technology related to record sales.	Level 1

Element	Performance Criteria	Range Statement
1 Present and demonstrate product to customer	1.1 Product is presented to customer to maximise its features and market appeal in relation to customer perceived needs.	<p>The Range Statement provides advice to interpret the scope and context of this unit of competence, allowing for differences between enterprises and workplaces. It relates to the unit as a whole and facilitates holistic assessment. The following variables may be present for this particular unit:</p> <p>Unit Scope</p> <ul style="list-style-type: none"> • methods <u>include</u>: <ul style="list-style-type: none"> - demonstration to customer using sales techniques applied to product sold for or through automotive industry - verbal, written, practical - customers may be face to face or by telephone/electronic media. <p>Unit Context</p> <ul style="list-style-type: none"> • this unit of competence applies to the following and <u>should</u> be contextualised to the qualification it is being applied: <ul style="list-style-type: none"> - RS&R. <p>OH&S practices <u>must</u> abide by:</p> <ul style="list-style-type: none"> • State/Territory/industry OH&S requirements • work is carried out in accordance with award provisions. <p>Sources of information/documents <i>may</i> include:</p> <ul style="list-style-type: none"> • enterprise operating procedures • product manufacturer/component supplier specifications • customer requirements • industry/workplace codes of practice. <p>Resources <i>may</i> include:</p> <ul style="list-style-type: none"> • sales manuals, time management guides, enterprise/industry guidelines, office equipment (computer, typewriter, telephone, fax, etc.) • various products retailed via automotive industry • enterprise based sales recording systems • sales videos, sales brochures.
	1.2 Product features, fittings, controls and accessories are shown and talked through with customer and operated where necessary.	
	1.3 Customer is offered a test operation.	
2 Obtain customer agreement to purchase product	2.1 Price for product is negotiated and agreed.	
	2.2 Sale is made using closing technique according to automotive industry/enterprise policies and procedure.	
	2.3 Sale is made in accordance with legal requirements.	
3 Perform product delivery and customer follow up procedures	3.1 Product is delivered to customer in accordance with manufacturer/component supplier specification and industry/enterprise policies and procedures.	
	3.2 Customer satisfaction is determined, remedial action is taken where necessary to maximise repeat business possibilities.	
4 Use prospecting methods to locate potential market	4.1 Potential customers are identified by follow up of enterprise records of existing/past customers, service area customers, industry contacts and advertising strategies.	
	4.2 Plans are developed to contact potential customers.	