## Training Package
ENTERTAINMENT INDUSTRY (CUE98)

### Title:
SELL PRODUCTS/SERVICES TO PATRONS

### Unit Code
CUEFOH2A

This unit describes the skills and knowledge required to carry out sales of products/services to patrons, complete sale transactions and reconcile sale returns.

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| This unit may be assessed on the job or in a simulated situation or in a combination of on and off the job. Assessment should preferably occur on more than one occasion to assure consistency of performance. | • Evidence to demonstrate consistent achievement of this unit’s outcomes include:  
- providing products/services to patrons quickly and efficiently  
- displaying a positive and pleasant attitude  
- responding effectively to a range of different customer service situations  
- understanding of the importance of maintaining a high standard of personal presentation (e.g. in wearing of uniforms and personal grooming)  
- understanding of communication and customer service and its importance in an entertainment context  
- communicating effectively with people from a diverse range of backgrounds  
- demonstrating cultural sensitivity | • This unit may be assessed concurrently with the following units of competency:  
- Respond positively to patrons  
- Apply industry and organisation knowledge  
- Manage own work and learning  
- Work with others | This unit of competency should be assessed in an entertainment event or venue or simulated situation using a range of products/services, organisational procedures and equipment as identified in the Range of Variables. | Key Terms and Concepts:  
- merchandise  
- cloak room  
- effective communication skills  
- valet parking  
- eftpos  
- body language  
- refund policy  
- vouchers  
- cultural awareness  
- float  
- discount  
- diverse backgrounds  
- credit transaction  
- register roll  
- support services  
- receipt  
- lost property  
- questioning techniques  
- safe  
- till  
- reconciliation  
- consumable  
- refrigeration  
- patrons |
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| 1. Sell products/services to patrons | - Patrons are greeted according to organisational procedures  
- Appropriate product/service is prepared/provided in response to patron’s request  
- Equipment is operated as required according to organisational procedures  
- Hygiene procedures are followed in preparing products as required  
- Products/services are sold at the correct price as determined by the organisation | - The following variables may apply:  
- Patrons may include:  
- patrons from different cultural backgrounds  
- patrons with special needs  
- Products/services may include:  
- consumables (hot and cold food and drink including alcoholic beverages)  
- tickets  
- programs  
- merchandise  
- cloakroom  
- lost property  
- taxi-booking service  
- valet car parking  
- binocular hire | UNDERPINNING KNOWLEDGE AND SKILLS  
Skills and knowledge are required in:  
- knowledge of organisation’s range of products and services  
- knowledge of prices of organisation’s products and services  
- knowledge of laws controlling the sale of alcohol and tobacco  
- knowledge of hygiene procedures (organisation and/or legislative requirements)  
- processing credit card/EFTPOS transactions using appropriate equipment  
- cash handling procedures  
- using cash registers  
- operating front of house/refreshment counter equipment - food and drink machines  
- knowledge of effective communication techniques including listening and questioning techniques and non-verbal communication  
- working as part of a team  
- performing simple mathematical calculations and financial transactions  
- handling potential conflict situations | Learning experiences for the HSC must include:  
- Identification of range of products and services provided to patrons  
- Understanding of the most efficient use of equipment and technology associated with service and products  
- Awareness of range of financial transactions available to patrons  
- Understanding of how to proficiently execute financial transactions  
- Understanding of the importance of effective, positive and efficient customer service  
- Thorough knowledge of Federal, State and Local regulations relating to the preparation of foodstuffs and the sale of alcohol |
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| • Correct change or documentation for credit card charge and/or receipts are given to patrons as required  
  • Enquiries/requests from patrons are handled in accordance with organisational procedures and referred to appropriate personnel as required  
  • Lost property is handled according to organisational procedures as required  
  • Cleaning/tidying is undertaken as required  
  | • Equipment may include:  
  • coffee maker  
  • popcorn maker  
  • frozen Coke machine  
  • ice-cream machine  
  • drinks machine  
  • Hygiene procedures may include:  
  • Federal, State, local or organisational health and safety procedures regarding the handling of consumables  
  • organisation procedures  
  • Customers may pay for products/services by cash, cheque, EFTPOS or credit card, money orders, travellers cheques, vouchers or coupons.  
  • Appropriate personnel may include:  
  • supervisor  
  • front-of-house manager  
  • other management  
  • Organisational requirements/ procedures may cover:  
  • billing  
  • credit  
  • cancellations  
  • amendments  
  • refunds  
  | • following instructions  
  • applying problem-solving and negotiation techniques  
  • accurately relaying requests and information  
<p>|</p>
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| 2. Manage cash and sales | • Cash register is turned on and staff ID entered into system if required  
• Sales equipment is checked to ensure that it is in working order and faults are fixed or reported to the appropriate personnel as required  
• Float is counted to ensure that it tallies with stated amount and is placed as appropriate in cash register  
• Cash register is operated according to organisational procedures  
• Total price of items and change is calculated without the use of a cash register where required | • cheques  
• credit cards  
• EFTPOS  
• cash  
• vouchers  
• Operating a cash register according to organisational procedures may involve:  
• straight sales  
• multiple items  
• refunds  
• voucher and coupon sales  
• voiding sales  
• issuing receipts  
• calculating change  
• processing discounts  
• completing credit transactions  
• using fast-track banking terminal  
• changing the register roll  
• Balancing the till may include:  
• adding up all register sales  
• adding up all cash  
• credit slips and vouchers  
• subtracting the float amount form total money received  
• comparing revenue to sales, filling in reconciliation slip, handing reconciliation slip along with all cash, vouchers and credit slips to the relevant person | Learning experiences for the HSC must include:  
- An understanding of access and authorisation procedures related to cash management systems  
- An understanding of how to prepare, under supervision, the efficient handling of a cash float or cash register |
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</table>
| 3. Reconcile sales returns | • Till is balanced according to organisational procedures  
• Reconciliation slip is completed as required  
• All cash and documentation is given to the appropriate personnel | • Oral communications tasks include:  
• responding to instructions  
• speaking clearly to be understood, and listening carefully to understand  
• asking questions to gain information, clarify ambiguities and adequately understand requirements  
• asking the right questions to elicit patrons’ special needs  
• rephrasing and repeating back questions, requests and statements to confirm they have been correctly understood  
• empathising with the patron’s situation while upholding venue or hirer policy  
• accurately receiving and passing on requests and instructions  
• accurate, concise summarising of information in brief verbal reports to other personnel (such as reporting a fault)  
• responding to requests for directions, venue geography, emergency help or help from other appropriate personnel  
• providing information about services and products  
• Material to be read may include:  
  • product lists, price lists, product tags, supplier information  
  • information about the venue and products and services available  
  • credit forms  
  • vouchers and coupons  
  • on-screen instructions and prompts  
  • equipment manuals  
  • organisational policies and procedures | Learning experiences for the HSC must include:  
- An understanding of the procedures required to reconcile a till.  
- An understanding of effective communication skills including:  
  - Listening  
  - Understanding body language  
  - Appropriate speech  
  - Accurate relaying of messages  
  - Questioning techniques including the technique of active listening |
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</table>
|         |                      | • Material to be written may include:  
|         |                      |   • information on products for sale  
|         |                      |   • memos about faulty equipment  
|         |                      |   • credit forms  
|         |                      |   • vouchers and coupons  
|         |                      |   • reconciliation sheet  
|         |                      |   • memos about patrons’ special needs  
|         |                      |   • short reports or memos about complaints and inquiries  
<p>|         |                      |   • short reports of memos about errors or discrepancies in the till. |</p>
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<th><strong>Range of Variables</strong></th>
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<td>Numeracy tasks include:</td>
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<td>Learning experiences for the</td>
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<tr>
<td></td>
<td>calculating prices of products / services</td>
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<td>HSC must include:</td>
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<tr>
<td></td>
<td>counting money</td>
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<td>- An understanding of cultural</td>
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<td>calculating correct change</td>
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<td>diversity in the Australian</td>
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<td></td>
<td>balancing of till, involving calculation of total revenue and reconciliation to monies received</td>
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<td>population and the significance</td>
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<td></td>
<td>Demonstration of cultural awareness may include:</td>
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<td>of cultural values</td>
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<td></td>
<td>arranging for special seating or attendance requirements of particular cultural groups (such as separating men and women, separating different nationalities)</td>
<td></td>
<td></td>
<td>- Identifying and accommodating</td>
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<td></td>
<td>dealing with patrons who have not attended a venue before, and who are unfamiliar with venue customs</td>
<td></td>
<td></td>
<td>the characteristics of different</td>
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<tr>
<td></td>
<td>listening accurately to information, requests and instructions spoken with accents, or by people with intellectual disabilities</td>
<td></td>
<td></td>
<td>demographic and cultural groups</td>
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<td></td>
<td>rephrasing statements, speaking clearly and using plain English, so as to be understood by patrons for whom English is not their first language</td>
<td></td>
<td></td>
<td>- Understanding of how to seek</td>
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<td>demonstrating awareness of special needs of people with disabilities</td>
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<td>advice from supervisor or team</td>
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<td></td>
<td>communicating effectively with a range of patrons</td>
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<td>members when misunderstandings</td>
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<td>occur</td>
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## KEY COMPETENCIES

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<th>LEVEL</th>
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<tbody>
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<td>Collecting, analysing and organising ideas and information</td>
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</tr>
<tr>
<td>Communicating ideas and information</td>
<td>1</td>
</tr>
<tr>
<td>Working with others and in teams</td>
<td>1</td>
</tr>
<tr>
<td>Solving problems</td>
<td>1</td>
</tr>
<tr>
<td>Using mathematical ideas and techniques</td>
<td>1</td>
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<tr>
<td>Using technology</td>
<td>1</td>
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