

<b>Training Package</b>	<b>Rural Production (RTE03)</b>	<b>HSC Requirements and Advice</b>
<b>Title</b>	<b>Provide information on products and services</b>	
<b>Unit code</b> <b>RTE2804A</b>	<p>This competency standard covers the process of providing information on products and services in a range of rural merchandising settings. Information may need to be provided on small machinery, parts and equipment, stock feeds, animal restraint systems, horse and dairy industry products.</p> <p>It requires the application of knowledge and skills to interact with customers, understand customer requirements, and to represent the enterprise in a professional and courteous manner. Competency requires an awareness of products and services, how to handle basic customer enquiries, and knowing when to seek assistance from, or refer enquiries to supervisors or more experienced personnel. The work in this standard will be carried out under supervision, within enterprise guidelines.</p>	<b>HSC Indicative Hours</b>  <b>15</b>

### Evidence Guide

#### What evidence is required to demonstrate competence for this standard as a whole?

Competence in providing information on products and services requires evidence that demonstrates the ability to respond to client requests for information, and to understand customer requirements. It involves the ability to refer or seek advice from supervisors and appropriate personnel, as required, and to identify when it is necessary to do so. It requires communication skills and the ability to represent the enterprise in a professional manner when dealing with customers.

The skills and knowledge required to provide information on products and services must be **transferable** to a different work environment. For example, if competence is demonstrated in providing information on stockfeeds, it must also be evident in providing information on horse industry products in a small, medium or large enterprise environment.

<b>What specific knowledge is needed to achieve the performance criteria?</b>	<b>What specific skills are needed to achieve the performance criteria?</b>	<b>Are there other competency standards that could be assessed with this one?</b>	<b>Assessment guide</b>	<b>HSC Requirements and Advice</b>
<p>Knowledge and understanding are essential to apply this standard in the workplace, to transfer the skills to other contexts, and to deal with unplanned events. The knowledge requirements for this competency standard are listed below:</p> <ul style="list-style-type: none"> <li>customer service techniques</li> <li>how to effectively engage and communicate with a range of customers from culturally diverse backgrounds, and of varying physical and mental abilities</li> </ul>	<p>To achieve the performance criteria, appropriate literacy and numeracy levels as well as some complimentary skills are required. These include the ability to:</p> <ul style="list-style-type: none"> <li>engage customer, especially in relation to giving and receiving information</li> <li>handle equipment and small machinery</li> <li>relate to people from a range of social, cultural and ethnic backgrounds, and of varying physical and mental abilities.</li> </ul>	<p>This competency standard <u>could</u> be assessed on its own or in combination with other competencies relevant to the job function.</p>	<p>There is essential information about <b>assessing this competency standard for consistent performance and where and how it may be assessed</b>, in the Assessment Guidelines for this Training Package. All users of these competency standards must have <b>access to the Assessment Guidelines</b>. Further advice may also be sought from the relevant <b>Sector Booklet</b>.</p>	<p><b>Key Terms and Concepts</b></p> <ul style="list-style-type: none"> <li>appropriate personnel</li> <li>complaint handling and conflict resolution strategies</li> <li>customer requirements</li> <li>customer service</li> <li>customer/s</li> <li>exhibiting product/s and service/s</li> <li>identification of customer needs</li> <li>interpersonal skills</li> <li>legal requirements/considerations</li> <li>personal and professional limitations</li> <li>product/s and product knowledge</li> <li>roles/responsibilities of supervisors/</li> </ul>

What specific knowledge is needed to achieve the performance criteria?	What specific skills are needed to achieve the performance criteria?	Are there other competency standards that could be assessed with this one?	Assessment guide	HSC Requirements and Advice
<ul style="list-style-type: none"> <li>• legal requirements in sales environments, particularly Fair Trading, Trade Practices and Sale of Goods legislation, and public liability</li> <li>• customer requirements in various rural and horticultural settings</li> <li>• enterprises business values, structure, products and services</li> <li>• basic working knowledge of products and services.</li> </ul>	<ul style="list-style-type: none"> <li>• assess initial customer needs</li> <li>• calculate quantities and prices</li> <li>• access and research product information</li> <li>• seek assistance as required</li> <li>• recommend products</li> <li>• encourage repeat business.</li> </ul>			<p>managers</p> <ul style="list-style-type: none"> <li>• rural merchandising</li> <li>• service/s</li> <li>• sources of information</li> <li>• specialist support</li> <li>• technical support</li> <li>• verbal/non-verbal communication.</li> </ul>

Element	Performance Criteria	Range of Variables	HSC Requirements and Advice
1 Identify information requirements	<p>1.1 Appropriate <b>interpersonal skills</b> are used to accurately identify <b>customers information needs</b>.</p>	<p>The Range of Variables explains the contexts within which the performance and knowledge requirements of this standard may be assessed. The scope of variables chosen in training and assessment requirements may depend on the work situations available.</p> <p>For more information on contexts, environment and variables for training and assessment refer to the Sector Booklet.</p> <p>What <b>interpersonal skills</b> might be considered appropriate when identifying customer needs?</p> <p>Skills may include using appropriate body language, summarising and paraphrasing to check understanding of customers message, providing an opportunity for the customer to confirm their request, and seeking feedback from the customer to confirm understanding of needs. Questioning to clarify and confirm the customers needs, listening and responding appropriately to what the client is communicating, using appropriate tone, and having regard for manner and personal space considerations.</p> <p>What <b>customer information needs</b> might be identified?</p> <p>These may relate to a range of products and services available, the specific needs of customer depending on job requirements and specifications, or the need for specialised or technical assistance.</p>	<p><b>Learning experiences for the HSC must address:</b></p> <p>Appropriate interpersonal skills when dealing with customers including:</p> <ul style="list-style-type: none"> <li>• appropriate body language</li> <li>• clarifying the customer’s message</li> <li>• seeking feedback</li> <li>• confirmation of customer’s message/needs</li> <li>• questioning customers</li> <li>• active listening</li> <li>• communicating appropriately including use of appropriate tone, verbal and non-verbal techniques</li> <li>• recognising personal space considerations</li> <li>• polite and courteous demeanour.</li> </ul> <p>Strategies that may be used to assist in the identification of customer needs such as:</p> <ul style="list-style-type: none"> <li>• presentation of the range of products and services available</li> <li>• determining specific job requirements for customers</li> <li>• using technical or expert assistance as required.</li> </ul>
	<p>1.2 Initial customer enquiries are handled courteously and promptly in accordance with enterprise and industry requirements.</p>		<p><b>Learning experiences for the HSC must address:</b></p> <p>Dealing effectively with customer enquires using appropriate communication techniques including:</p> <ul style="list-style-type: none"> <li>• active listening</li> <li>• verbal/non-verbal communication</li> <li>• seeking clarification</li> <li>• asking questions</li> <li>• courteous manner</li> <li>• timely advice</li> </ul>

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			<p>Strategies to assist in the identification and clarification of customer requirements and information needs including:</p> <ul style="list-style-type: none"> <li>• provision of information regarding <ul style="list-style-type: none"> <li>– products/services</li> <li>– maintenance and warranties</li> <li>– advantages/disadvantages of products/ services</li> </ul> </li> <li>• appropriate questioning regarding intended use and requirements.</li> </ul> <p>Knowledge of customer enquiry procedures and handling customer enquiries specific to enterprises and industry.</p>
	<p>1.3 Knowledge and understanding of products and services are actively updated via <b>authoritative sources</b> and <b>appropriate personnel</b>.</p>	<p>What types of <b>product</b> or service might be included in this standard?</p> <p>Agricultural machinery spare parts for: farm vehicles, tractors, agricultural machinery, and small machinery. Accessories such as oil and lubricants, tools, additives, sealants, fastenings and fixings, engineering supplies, radios, air conditioners, comfort accessories, tyres, and customising accessories. Animal restraint systems such as electric fencing systems, wire strand systems, wire mesh systems, security systems, and post and rail. Building products including timber, cement, cladding, fibrous cement sheet, roofing and plumbing materials, and builders' hardware. Dairy industry equipment such as: milking systems and milk processing equipment. Horse industry products including saddles and harness racing equipment, shoeing equipment, curry combs, brushes, clippers, dentition supplies and implements, riding accessories, horse transport-trailers, and specialised racing equipment. Small machinery including motor mowers, brushcutters, electricity generators, ride on mowers, hedgecutters, motorised pumping/spraying equipment, grass slashers, chainsaws, mulchers, tillers, rotary hoes, and dairy machinery. Stockfeed requirements including standard and prepared</p>	<p><b>Learning experiences for the HSC must address:</b></p> <p>Strategies to ensure product and service knowledge is up to date.</p> <p>Sources of information regarding products and services including:</p> <ul style="list-style-type: none"> <li>• manufacturers/suppliers</li> <li>• technical experts/support personnel</li> <li>• journals and other publications</li> <li>• the internet</li> <li>• professional/industry associations.</li> </ul> <p>Identification of appropriate personnel who may provide advice on products and services including:</p> <ul style="list-style-type: none"> <li>• colleagues</li> <li>• supervisors/managers</li> <li>• manufacturers</li> <li>• technical experts/support personnel</li> <li>• industry associations/organisations.</li> </ul> <p>A range of products and services.</p>

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		<p>animal feeds, supplementary or specialist products, or health, dietary and feed supplements. Personal protective equipment.</p> <p>What <b>authoritative sources</b> might be accessed?</p> <p>Specialist advice from manufacturer/supplier or technical expert within enterprise or attached to manufacturer/supplier may be sought. Journals, books and audio-visual materials might also be accessed.</p> <p>Who might be considered to be <b>appropriate personnel</b>?</p> <p>These might be supervisors, more experienced sales staff, or technical support within enterprise or manufacturer.</p>	
	<p>1.4 <b>Personal and professional limitations</b> in addressing customer information needs are identified, and assistance is sought from appropriate personnel when required.</p>	<p>What <b>personal and professional limitations</b> might arise?</p> <p>These include lack of knowledge in regard to specific products and product applications, store policy and procedures, OHS, and other legal considerations. Lack of skills in handling difficult customers and accessing and providing information.</p> <p>What <b>customer information needs</b> might be identified?</p> <p>These may relate to a range of products and services available, the specific needs of customer depending on job requirements and specifications, or the need for specialised or technical assistance.</p> <p>Who might be considered to be <b>appropriate personnel</b>?</p> <p>These might be supervisors, more experienced sales staff, or technical support within enterprise or manufacturer.</p>	<p><b>Learning experiences for the HSC must address:</b></p> <p>Personal awareness in relation to professional experience, knowledge, skills and expertise.</p> <p>A range of potential conflict situations and complaint handling and conflict resolution strategies.</p> <p>Awareness of legal considerations when dealing with customers.</p> <p>Enterprise and industry policy and procedures relating to customer service.</p>

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2 Provide information	2.1 <b>Information</b> that addresses customer requirements is provided to customers in a <b>timely and professional manner</b> .	<p>What <b>information</b> might customers require?</p> <p>Information may relate to the product or service and its application and suitability for the intended purpose and customer requirements, service and maintenance requirements, warranty, customer/store responsibilities, correct usage and installation/limitations, replacement of parts, personal protective equipment requirements, specialised nutrition requirements of stock feeds, and the advantages and disadvantages of different power tools when constructing animal restraint systems.</p> <p>How might information be provided in a <b>timely and professional manner</b>?</p> <p>Using appropriate interpersonal skills. Information should be provided after gaining customers attention and/or permission, in a manner that is readily understood by the customer and addresses their information needs.</p>	<p><b>Learning experiences for the HSC must address:</b></p> <p>Product/service information including:</p> <ul style="list-style-type: none"> <li>• application of product/service</li> <li>• suitability for intended purpose and customer requirements</li> <li>• service and maintenance requirements warranty</li> <li>• customer/store responsibilities</li> <li>• correct usage, installation and limitations</li> <li>• replacement of parts</li> <li>• personal protective equipment (PPE) requirements</li> <li>• advantages and disadvantages.</li> </ul>
	2.2 <b>Product</b> and services that may meet customer requirements are appropriately <b>exhibited</b> to customer as required.	<p>What types of <b>product</b> or service might be included in this standard?</p> <p>Agricultural machinery spare parts for: farm vehicles, tractors, agricultural machinery, and small machinery. Accessories such as oil and lubricants, tools, additives, sealants, fastenings and fixings, engineering supplies, radios, air conditioners, comfort accessories, tyres, and customising accessories. Animal restraint systems such as electric fencing systems, wire strand systems, wire mesh systems, security systems, and post and rail. Building products including timber, cement, cladding, fibrous cement sheet, roofing and plumbing materials, and builders' hardware. Dairy industry equipment such as: milking systems and milk processing equipment. Horse industry products including saddles and harness racing equipment, shoeing equipment, curry combs, brushes, clippers, dentition supplies and implements, riding accessories, horse transport-trailers, and</p>	<p><b>Learning experiences for the HSC must address:</b></p> <p>Strategies for exhibiting products including:</p> <ul style="list-style-type: none"> <li>• displays</li> <li>• trade shows</li> <li>• use of brochures and other print materials</li> <li>• audiovisual techniques</li> <li>• using multimedia</li> <li>• clear communication.</li> </ul> <p>Occupational health and safety (OHS) principles and procedures as they apply to handling and using exhibits.</p> <p>Consideration of a range of effective marketing strategies.</p>

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		<p>specialised racing equipment. Small machinery including motor mowers, brushcutters, electricity generators, ride on mowers, hedgecutters, motorised pumping/spraying equipment, grass slashers, chainsaws, mulchers, tillers, rotary hoes, and dairy machinery. Stockfeed requirements including standard and prepared animal feeds, supplementary or specialist products, or health, dietary and feed supplements. Personal protective equipment.</p> <p>How might products be <b>exhibited</b>?</p> <p>Products may need to be showcased or exhibited using safe handling and usage techniques. Ensuring that dynamic displays are operational, and that adequate supplies of brochures and materials are available and correctly presented.</p>	
	<p>2.3 Enquiries that fall outside own area of responsibility/knowledge are appropriately referred within enterprise for follow up and completion.</p>	<p>What <b>information</b> might customers require?</p> <p>Information may relate to the product or service and its application and suitability for the intended purpose and customer requirements, service and maintenance requirements, warranty, customer/store responsibilities, correct usage and installation/limitations, replacement of parts, personal protective equipment requirements, specialised nutrition requirements of stock feeds, and the advantages and disadvantages of different power tools when constructing animal restraint systems.</p> <p>Who might be considered to be <b>appropriate personnel</b>?</p> <p>These might be supervisors, more experienced sales staff, or technical support within enterprise or manufacturer.</p>	

## What processes should be applied to this competency standard?

There are a number of processes that are learnt throughout work and life, which are required in all jobs. They are fundamental processes and generally transferable to other work functions. Some of these are covered by the **key competencies**, although others may be added. The questions below highlight how these processes are applied in this competency standard. Following each question a number in brackets indicates the level to which the key competency needs to be demonstrated where

0 = not required

1 = perform the process

2 = perform and administer the process

3 = perform, administer and design the process

1. How can <b>communication of ideas and information (1)</b> be applied?	Information about customer requirements and products may be discussed with customers, suppliers and other appropriate personnel. Technical information regarding products needs to be conveyed to customers in a manner that ensures the customer understands the product's application and related information.
2. How can <b>information be collected, analysed and organised (1)</b> ?	Customer requirements may need to be processed. Information with regard to products may be researched and recorded.
3. How are <b>activities planned and organised (1)</b> ?	Provision of information may need to be structured, and product application thought through to ensure all components are accounted for and product is correct for application. Advice may need to be sought at a key point during a customer service enquiry.
4. How can <b>team work (1)</b> be applied?	Consultation with other members of the work team to decide on best fit for application and to ensure customer satisfaction.
5. How can the use of <b>mathematical ideas and techniques (1)</b> be applied?	Mathematical techniques may be applied in the measurement of quantities to meet purchase or job requirements, calculation of volumes, and the pricing of stock supplies.
6. How can <b>problem-solving skills (1)</b> be applied?	Problems relating to matching customer requirements to correct product, and in helping customer to understand technical information.
7. How can the <b>use of technology (1)</b> be applied?	In calculating volumes and quantities needed to meet customers needs and in accessing information about the product.