

Training Package	Retail Services (SIR07)		HSC Requirements and Advice
Unit title	Advise on products and services		
Unit code	Competency field	Sector	HSC Indicative Hours
SIRXSLS002A	Sales	Cross-Sector	20

Unit descriptor	It describes the performance outcomes, skills and knowledge required to apply a depth of specialist or general product knowledge and a need for experience and skill in offering advice to customers.
Prerequisite units	Nil
Application of the unit	This unit requires the team member to develop, maintain and convey detailed and specialised product knowledge to customers and other staff in accordance with store policy and relevant legislation. Specialist sales personnel undertake this function.
Employability Skills	The required outcomes described in this unit contain applicable facets of Employability Skills. The <i>Employability Skills Summary</i> of the qualification in which this unit is packaged will assist in identifying Employability Skill requirements.

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit	Context of and specific resources for assessment	Methods of assessment	Assessing Employability Skills
<p>Evidence of the following is <u>essential</u>:</p> <ul style="list-style-type: none"> consistently applies store policies and procedures and industry codes of practice in regard to customer service and selling products and services develops, maintains and conveys product knowledge to customers and other staff applies detailed and specialised product knowledge to provide accurate advice according to the needs of the customer. 	<p>Assessment <u>must</u> ensure access to:</p> <ul style="list-style-type: none"> a retail work environment a range of stock and merchandise relevant documentation, such as: <ul style="list-style-type: none"> price lists policy and procedures manuals a range of customers with different requirements a range of communication equipment. 	<p>A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:</p> <ul style="list-style-type: none"> observation of the candidate in the workplace third party reports from a supervisor customer feedback answers to questions about specific skills and knowledge review of portfolios of evidence and third-party workplace reports of on-the-job performance. <p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.</p>	<p>Employability Skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts.</p> <p>Employability Skills embedded in this unit should be assessed holistically in the context of the job role and with other relevant units that make up the skill set or qualification.</p>

Required Skills and Knowledge		HSC Requirements and Advice
This section describes the essential skills and knowledge and their level, required for this unit.		
<p>The following skills <u>must</u> be assessed as part of this unit:</p> <ul style="list-style-type: none"> • interpersonal communication skills to: <ul style="list-style-type: none"> - convey product knowledge to staff - apply knowledge to provide advice to customers - handle difficult customers through clear and direct communication - ask questions to identify and confirm requirements - share information - use language and concepts appropriate to cultural differences - use and interpret non-verbal communication • using a range of communication/electronic equipment • accessing relevant product/service information • literacy skills in regard to: <ul style="list-style-type: none"> - reading and understanding product information - reading and understanding store policies and procedures - recording information • numerical skills in regard to: <ul style="list-style-type: none"> - estimating and calculating costs relevant to pricing products. 	<p>The following knowledge <u>must</u> be assessed as part of this unit:</p> <ul style="list-style-type: none"> • specialised product knowledge including: <ul style="list-style-type: none"> - warranties - benefits and features - shelf life and use-by date - storage requirements - ingredients or materials contained in product - product and ingredient origins - care and handling of products - corresponding or complementary products and services - stock availability • store and industry manuals and documentation • stock and merchandise range • service range • procedures for taking orders • pricing procedures, including GST requirements • other relevant policies and procedures • relevant legislation and statutory requirements • relevant industry codes of practice. 	<p>Key Terms and Concepts</p> <ul style="list-style-type: none"> • basic research skills • buying environment • communication methods and equipment • customer buying motives • customer dissatisfaction and complaints • customer objections • customer requirements • customer service • customers • develop, maintain and convey detailed and specialist product and service knowledge • evaluate product/service • <i>Fair Trading Act 1987</i> (NSW) (as amended) • features and benefits of products and services • handling difficult customers and complaints • legislative requirements • preferences, needs and expectations • pricing structure • product/service comparisons • providing accurate advice • recommend product/service • sales approaches • source of product and service information • staff • <i>Trade Practices Act 1974</i> (Cth) (as amended) • verbal and non-verbal communication • workplace/company/store policy and procedures.

Element	Performance Criteria	Range Statement	HSC Requirements and Advice
1 Develop product and service knowledge	1.1 Develop and maintain product knowledge according to store policy and legislative requirements .	<p>The Range Statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. <i>Bold italicised</i> wording in the Performance Criteria is detailed below.</p> <p>Product knowledge may include:</p> <ul style="list-style-type: none"> • brand options • product features and benefits • warranties • safety features • use-by dates • handling and storage requirements • stock availability • price. <p>Product knowledge may be developed and maintained by:</p> <ul style="list-style-type: none"> • accessing the internet • attending product launches • attending product seminars • discussions with staff • accessing product information booklets and pamphlets. <p>Store policy and procedures <u>in regard to</u>:</p> <ul style="list-style-type: none"> • interaction with customers • selling products and services. <p>Legislative requirements may include:</p> <ul style="list-style-type: none"> • Trade Practices and Fair Trading Act • tobacco laws • liquor laws • lottery legislation • industry codes of practice • OHS • sale of second-hand goods • sale of X and R rated products • trading hours • transport, storage and handling of goods. 	<p>Learning experiences for the HSC must address:</p> <p><i>NB This unit of competency requires students to develop knowledge in relation to the products and services offered by at least one retail workplace/company/store. Students are required to develop and apply a greater depth of specialist or general product knowledge and skill in offering advice to a range of internal and external customers within the particular retail environment.</i></p> <p><i>Ideally, this could be undertaken during work placement with students reporting their findings and experience to the class on their return. This will ensure students are made aware of a range of retail environments and the differences in practices between workplaces/companies/stores.</i></p> <p>An awareness of the type of product knowledge employees in the retail industry should be aware of including:</p> <ul style="list-style-type: none"> • product/service <ul style="list-style-type: none"> - brand options - warranties - features and benefits - use/application - shelf life/use by dates - care and handling - storage requirements - ingredients/materials contained in product - product/ingredient/material origins - safety features - price • workplace/company/store <ul style="list-style-type: none"> - stock availability - special offers - corresponding/complementary products and services - procedures for taking orders - payment methods - returns/refunds

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			<ul style="list-style-type: none"> - after sales service - hours of operation. <p>Identification and understanding of a range of products and services available to customers.</p> <p>An awareness of sources of product knowledge information including:</p> <ul style="list-style-type: none"> • the internet • general media • colleagues, supervisor/team leader and/or manager • workplace/company/store policies and procedures • supplier product manuals/guides • product launches/seminars • product profiles • product information booklets/pamphlets • videos • demonstrations • labels • brochures • store tours • industry associations. <p>A basic awareness of current legislative and regulatory requirements including:</p> <ul style="list-style-type: none"> • <i>Trade Practices Act 1974</i> (Cth) (as amended) • <i>Fair Trading Act 1987</i> (NSW) (as amended) • laws specific to particular products/services, for example: <ul style="list-style-type: none"> - tobacco - liquor - medication • industry codes of practice • occupational health and safety (OHS).
	<p>1.2 Convey product knowledge to other <i>staff</i> as required.</p>	<p><i>Staff</i> may include:</p> <ul style="list-style-type: none"> • full-time, part-time or casual • under contract • people with varying degrees of language and literacy • people from a range of cultural, social and ethnic backgrounds 	<p>Learning experiences for the HSC must address:</p> <p>Verbal and non-verbal communication skills.</p> <p>Effective verbal communication including:</p> <ul style="list-style-type: none"> • appropriate language • clear voice • audible volume

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		<ul style="list-style-type: none"> • people with a range of responsibilities and job descriptions. 	<ul style="list-style-type: none"> • courteous tone • active listening • asking questions or rephrasing to clarify or confirm understanding. <p>General features, benefits and working knowledge of a range of communication methods and equipment.</p>
	1.3 Research and apply comparisons between products and services.		<p>Learning experiences for the HSC must address:</p> <p>Basic research skills:</p> <ul style="list-style-type: none"> • identification of relevant information • questioning techniques to obtain information • sorting, summarising and presenting information. <p>Comparisons of product/service characteristics including:</p> <ul style="list-style-type: none"> • brand • range • pricing • features • benefits • limitations • composition.
	1.4 Demonstrate knowledge of competitors' product and service range and <i>pricing structure</i> .	<p><i>Pricing structure</i> may include:</p> <ul style="list-style-type: none"> • sales reductions • pricing procedures, including GST requirements • mark-downs. 	<p>Learning experiences for the HSC must address:</p> <p>Workplace/company/store policy and procedures for reviewing competitors':</p> <ul style="list-style-type: none"> • products and services • pricing procedures. <p>Skills in estimating and calculating costs relevant to pricing products and services.</p>
2 Recommend specialised products or services	2.1 Evaluate merchandise according to <i>customer requirements</i> .	<p><i>Customer requirements</i> may include:</p> <ul style="list-style-type: none"> • specific brand • sizing • quality • quantity • price range • usage. 	<p>Learning experiences for the HSC must address:</p> <p>An awareness of potential customer requirements including:</p> <ul style="list-style-type: none"> • specific brand • sizing • quality

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			<ul style="list-style-type: none"> • quantity • price range • value for money • usage • convenience • flexibility • special requirements. <p>Customer objections including:</p> <ul style="list-style-type: none"> • price • timing • merchandise characteristics • dissatisfaction with <ul style="list-style-type: none"> - service - product.
	<p>2.2 Demonstrate features and benefits of products and services to <i>customer</i> to create a buying environment.</p>	<p><i>Customers</i> may include:</p> <ul style="list-style-type: none"> • new or repeat contacts • external and internal contacts • customers with routine or special requests • people from a range of social, cultural and ethnic backgrounds and with varying physical and mental abilities. 	<p>Learning experiences for the HSC must address:</p> <p>Types of customers including:</p> <ul style="list-style-type: none"> • new or repeat • external and internal • customers with routine or special needs/requests • people from a range of social, cultural and ethnic backgrounds • people with disabilities. <p>Awareness of the importance of effective, positive and efficient customer service.</p> <p>Awareness of customer buying motives including:</p> <ul style="list-style-type: none"> • emotional • rational. <p>Sales approaches and appropriate situations for their use including:</p> <ul style="list-style-type: none"> • face to face • over the telephone • online. <p>Matching the preferences, needs and expectations of customers through:</p> <ul style="list-style-type: none"> • consultative selling

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			<ul style="list-style-type: none"> • focusing customer on specific merchandise • identification of customer needs/needs analysis • building a relationship with the customer • awareness of customer demographics • knowing your product or service. <p>Effective communication techniques in relation to non-verbal communication including:</p> <ul style="list-style-type: none"> • understanding body language • interpreting <ul style="list-style-type: none"> - subtext - gestures • standards of dress • use of personal space. <p>Common causes of customer dissatisfaction and complaints.</p> <p>Handling difficult customers.</p> <p>Procedures for handling customer complaints:</p> <ul style="list-style-type: none"> • negotiation • conflict resolution • referral to appropriate personnel.
	<p>2.3 Apply detailed specialised knowledge of product to provide accurate advice to customers.</p>		<p>Learning experiences for the HSC must address:</p> <p>The importance of providing advice that is:</p> <ul style="list-style-type: none"> • clear • legible • accurate • concise • appropriate in terms of industry terminology.