

<b>Training Package</b>	Retail Services (SIR07)		<b>HSC Requirements and Advice</b>
<b>Unit title</b>	<b>Advise on meat products</b>		
<b>Unit code</b>	<b>Competency field</b>	<b>Sector</b>	<b>HSC Indicative Hours</b>
<b>SIRRRPK002A</b>	Product Knowledge	Retail	<b>15</b>

<b>Unit descriptor</b>	This unit describes the performance outcomes, skills and knowledge required to develop product knowledge to advise on and sell meat products and services.
<b>Prerequisite units</b>	SIRRFSA001A Apply retail food safety practices
<b>Application of the unit</b>	This unit applies to frontline service personnel. It requires developing product knowledge regarding meat products according to store policy and product range and providing advice to customers on products and services.
<b>Employability Skills</b>	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.

<b>Critical aspects for assessment and evidence required to demonstrate competency in this unit</b>	<b>Context of and specific resources for assessment</b>	<b>Methods of assessment</b>	<b>Assessing Employability Skills</b>
<p>Evidence of the following is <u>essential</u>:</p> <ul style="list-style-type: none"> <li>consistently applies store policy and procedures which comply with consumer law and legislative requirements regarding the sale of meat products</li> <li>consistently applies product knowledge to advise on and sell meat products and services</li> <li>consistently applies store policy and procedures and industry codes of practice in regard to customer service and selling products and services</li> <li>develops, maintains and conveys product knowledge to other staff as required</li> <li>applies detailed and specialised product knowledge to provide accurate advice according to customer requirements.</li> </ul>	<p>Assessment <u>must</u> ensure access to:</p> <ul style="list-style-type: none"> <li>a retail work environment</li> <li>sources of product information</li> <li>suitable merchandise</li> <li>relevant documentation, such as: <ul style="list-style-type: none"> <li>store policy and procedures manuals</li> <li>customer order forms.</li> </ul> </li> </ul>	<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"> <li>observation of performance in the workplace</li> <li>third-party reports from a supervisor</li> <li>customer feedback</li> <li>written and/or verbal questioning to assess knowledge and understanding</li> <li>review of portfolios of evidence and third-party workplace reports of on-the-job performance.</li> </ul> <p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:</p> <ul style="list-style-type: none"> <li>SIRRFSA001A Apply retail food safety practices.</li> </ul>	<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>

<b>Required Skills and Knowledge</b>		<b>HSC Requirements and Advice</b>
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"> <li>• interpersonal communication skills to: <ul style="list-style-type: none"> <li>- apply product knowledge by providing information and advice to customers and staff</li> <li>- make recommendations and advise on services through clear and direct communication</li> <li>- ask questions to identify and confirm requirements</li> <li>- use language and concepts appropriate to cultural differences</li> <li>- use and interpret non-verbal communication</li> </ul> </li> <li>• interpreting store and industry manuals and documentation (paper based or computerised)</li> <li>• literacy skills in regard to: <ul style="list-style-type: none"> <li>- reading and understanding product information</li> <li>- reading and understanding store policy and procedures</li> <li>- recording information</li> </ul> </li> <li>• numerical skills in regard to pricing and estimation and weighing of quantities.</li> </ul>	<p>The following knowledge <u>must</u> be assessed as part of this unit:</p> <ul style="list-style-type: none"> <li>• store policy and procedures in regard to: <ul style="list-style-type: none"> <li>- the sale of meat products</li> <li>- quality policy to customers and suppliers</li> <li>- allocated duties and responsibilities</li> </ul> </li> <li>• current retail meat services available to customers</li> <li>• specialist product knowledge, including: <ul style="list-style-type: none"> <li>- specialised products</li> <li>- corresponding benefits of various products</li> <li>- shelf life and use-by date</li> <li>- handling and storage requirements</li> <li>- ingredients or materials contained in product</li> <li>- features and use of products</li> <li>- corresponding or complementary products and services</li> <li>- stock availability</li> </ul> </li> <li>• store and industry manuals and documentation (paper based or computerised)</li> <li>• stock and merchandise</li> <li>• procedures for taking customer orders</li> <li>• buying and ordering procedures</li> <li>• pricing procedures, including GST requirements</li> <li>• other relevant policy and procedures</li> <li>• relevant legislation and statutory requirements</li> <li>• relevant OHS requirements</li> <li>• relevant industry codes of practice.</li> </ul>	<p><b>Key Terms and Concepts</b></p> <ul style="list-style-type: none"> <li>• advise on meat products and services</li> <li>• basic research skills</li> <li>• complementary products and services</li> <li>• customer buying motives</li> <li>• customer requirements</li> <li>• customer service</li> <li>• customers</li> <li>• develop and convey product and service knowledge</li> <li>• documentation</li> <li>• food safety program</li> <li>• legislative and regulatory requirements</li> <li>• meat product and service range</li> <li>• meat product knowledge/information</li> <li>• preferences, needs and expectations</li> <li>• pricing structure</li> <li>• product/service characteristics</li> <li>• product/service comparisons</li> <li>• recommend meat product/service</li> <li>• seasonal availability</li> <li>• sources of information</li> <li>• staff</li> <li>• taking and processing customers orders</li> <li>• verbal and non-verbal communication</li> <li>• workplace/company/store policy and procedures.</li> </ul>

Element	Performance Criteria	Range Statement	HSC Requirements and Advice
1 Develop product knowledge	1.1 Develop store <i>product knowledge</i> by accessing <i>relevant sources of information</i> .	<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. <b><i>Bold italicised</i></b> wording in the Performance Criteria is detailed below.</p> <p><b><i>Product knowledge</i></b> may include:</p> <ul style="list-style-type: none"> <li>• meat product identification</li> <li>• use</li> <li>• preparation</li> <li>• cooking methods, recipes and ingredients</li> <li>• sauces and accompaniments</li> <li>• composition of meat</li> <li>• shrinkage after cooking</li> <li>• quantities required</li> <li>• nutritional aspects</li> <li>• country of origin</li> <li>• seasonal availability</li> <li>• handling and storage.</li> </ul> <p><b><i>Relevant sources of information</i></b> may include:</p> <ul style="list-style-type: none"> <li>• store suppliers or meat industry manuals</li> <li>• video, DVD and multimedia</li> <li>• product demonstrations</li> <li>• labels.</li> </ul>	<p><b>Learning experiences for the HSC must address:</b></p> <p><i>NB This unit of competency requires students to develop knowledge in relation to meat products and services offered by at least one workplace/ company/store. Students are required to apply meat product knowledge and skills and provide advice to a range of customers.</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 meat product knowledge employees should be familiar with including:</p> <ul style="list-style-type: none"> <li>• product <ul style="list-style-type: none"> <li>- brand options and varieties</li> <li>- features and benefits</li> <li>- use/application</li> <li>- shelf life/use-by dates</li> <li>- handling requirements</li> <li>- storage requirements</li> <li>- ingredients contained in product (including food additives)</li> <li>- product/ingredient origins</li> <li>- cookery methods and their effect</li> <li>- preparation requirements</li> <li>- basic dietary and nutritional aspects</li> <li>- price</li> <li>- seasonal availability</li> </ul> </li> <li>• workplace/company/store <ul style="list-style-type: none"> <li>- stock availability</li> <li>- special offers</li> <li>- corresponding/complementary products and services</li> <li>- procedures for taking orders</li> <li>- payment methods</li> <li>- returns/refunds</li> <li>- hours of operation.</li> </ul> </li> </ul>

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			<p>Identification and understanding of a range of meat products and services available to customers.</p> <p>An awareness of sources of product knowledge information including:</p> <ul style="list-style-type: none"> <li>• the internet</li> <li>• general media</li> <li>• colleagues, supervisor/team leader and/or manager</li> <li>• workplace/company/store policies and procedures</li> <li>• supplier product manuals/guides</li> <li>• product launches/seminars</li> <li>• product profiles</li> <li>• product information booklets/pamphlets</li> <li>• videos</li> <li>• demonstrations</li> <li>• labels</li> <li>• brochures</li> <li>• store tours</li> <li>• industry associations.</li> </ul> <p>An awareness of food items likely to be included in a meat product range.</p> <p>A basic awareness of current legislative and regulatory requirements including:</p> <ul style="list-style-type: none"> <li>• <i>Trade Practices Act 1974</i> (Cth) (as amended)</li> <li>• <i>Fair Trading Act 1987</i> (NSW) (as amended)</li> <li>• industry codes of practice</li> <li>• occupational health and safety (OHS)</li> <li>• food safety.</li> </ul> <p>Workplace/company/store policy and procedures in regard to:</p> <ul style="list-style-type: none"> <li>• food safety program</li> <li>• sale of meat products</li> <li>• quality of <ul style="list-style-type: none"> <li>- product</li> <li>- service</li> <li>- presentation</li> <li>- cleanliness</li> </ul> </li> <li>• allocated duties and responsibilities</li> <li>• stock availability.</li> </ul>

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	1.2 Research and apply <i>comparisons between products</i> .	<p><i>Comparisons between products</i> may include:</p> <ul style="list-style-type: none"> <li>• meat species</li> <li>• gradings</li> <li>• primals</li> <li>• cuts</li> <li>• cooking and preparation requirements</li> <li>• features</li> <li>• price.</li> </ul>	<p><b>Learning experiences for the HSC must address:</b></p> <p>Skills for basic research:</p> <ul style="list-style-type: none"> <li>• identification of relevant information</li> <li>• questioning techniques to obtain information</li> <li>• sorting, summarising and presenting information.</li> </ul> <p>Comparisons of product/service characteristics including:</p> <ul style="list-style-type: none"> <li>• brand</li> <li>• species</li> <li>• gradings</li> <li>• primals</li> <li>• cuts</li> <li>• price</li> <li>• features</li> <li>• benefits</li> <li>• flavour</li> <li>• texture</li> <li>• ingredients/composition</li> <li>• shelf life</li> <li>• preparation and cooking requirements</li> <li>• nutritional and dietary aspects.</li> </ul>
	1.3 Convey <i>product information</i> to <i>other staff members</i> as required.	<p><i>Product information</i> may include:</p> <ul style="list-style-type: none"> <li>• product types</li> <li>• varieties</li> <li>• features</li> <li>• price</li> <li>• ingredients</li> <li>• simple nutritional information</li> <li>• handling and storage</li> <li>• cooking tips.</li> </ul> <p><i>Other staff members</i> may include</p> <ul style="list-style-type: none"> <li>• new or existing staff</li> <li>• people with varying levels of language and literacy</li> <li>• people from a range of cultural, social and ethnic backgrounds.</li> </ul>	<p><b>Learning experiences for the HSC must address:</b></p> <p>Verbal and non-verbal communication skills.</p> <p>Effective verbal communication including:</p> <ul style="list-style-type: none"> <li>• appropriate language</li> <li>• clear voice</li> <li>• audible volume</li> <li>• courteous tone</li> <li>• active listening</li> <li>• asking questions or rephrasing to clarify or confirm understanding.</li> </ul>

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2 Identify product range	2.1 Identify <i>store meat product and service range</i> .	<p><i>Store meat product and service range</i> may include:</p> <ul style="list-style-type: none"> <li>• beef</li> <li>• lamb</li> <li>• mutton</li> <li>• veal</li> <li>• pork</li> <li>• chicken</li> <li>• venison, kangaroo, emu and other game</li> <li>• special cuts</li> <li>• smallgoods</li> <li>• manufactured goods</li> <li>• value-added goods, eg. ready to cook and marinated</li> <li>• individual serves</li> <li>• barbeque spits.</li> </ul>	
	2.2 Identify seasonal availability according to store information.		
3 Recommend meat products	3.1 Evaluate meat products and services according to <i>customer requirements</i> .	<p><i>Customer requirements</i> may vary according to:</p> <ul style="list-style-type: none"> <li>• preferences</li> <li>• health factors</li> <li>• cultural groups</li> <li>• dietary issues</li> <li>• price.</li> </ul>	<p><b>Learning experiences for the HSC must address:</b></p> <p>An awareness of potential customer requirements including:</p> <ul style="list-style-type: none"> <li>• specific brand</li> <li>• quality</li> <li>• quantity</li> <li>• price range</li> <li>• value for money</li> <li>• usage</li> <li>• convenience</li> <li>• flexibility</li> <li>• special requirements <ul style="list-style-type: none"> <li>- health</li> <li>- nutritional</li> <li>- allergies</li> <li>- cultural.</li> </ul> </li> </ul>
	3.2 Demonstrate features and benefits of meat products to <i>customer</i> to create a buying environment.	<p><i>Customers</i> may include:</p> <ul style="list-style-type: none"> <li>• new or repeat contacts</li> <li>• external and internal contacts</li> </ul>	<p><b>Learning experiences for the HSC must address:</b></p> <p>Types of customers including:</p> <ul style="list-style-type: none"> <li>• new or repeat</li> </ul>

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		<ul style="list-style-type: none"> <li>• business customers or individuals</li> <li>• customers with routine or special requests</li> <li>• people from a range of social, cultural and ethnic backgrounds and with varying physical and mental abilities.</li> </ul>	<ul style="list-style-type: none"> <li>• external and internal</li> <li>• customers with routine or special needs/requests</li> <li>• people from a range of social, cultural and ethnic backgrounds</li> <li>• people with disabilities.</li> </ul> <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"> <li>• emotional</li> <li>• rational.</li> </ul> <p>Matching the preferences, needs and expectations of customer through:</p> <ul style="list-style-type: none"> <li>• consultative selling</li> <li>• identification of customer needs/needs analysis</li> <li>• building a relationship with the customer</li> <li>• knowing your product or service.</li> </ul> <p>Workplace/company/store procedures for taking and processing customer order.</p> <p>Workplace/company/store documentation related to the provision of meat products and services:</p> <ul style="list-style-type: none"> <li>• paper-based</li> <li>• electronic.</li> </ul> <p>Workplace/company/store procedures for:</p> <ul style="list-style-type: none"> <li>• ordering and buying stock</li> <li>• pricing <ul style="list-style-type: none"> <li>- including Goods and Services Tax (GST) requirements</li> </ul> </li> <li>• estimation and/or weighing of quantities.</li> </ul>
	<p>3.3 Recommend complementary products, specials, new lines and seasonal promotions to customers according to <i>store policy and procedures</i>.</p>	<p><i>Store policy and procedures</i> in regard to:</p> <ul style="list-style-type: none"> <li>• selling meat products</li> <li>• interaction with customers</li> <li>• quality assurance</li> <li>• food safety</li> <li>• ordering meat products</li> <li>• processing customer orders.</li> </ul>	

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	3.4 Provide advice to customers from available information regarding meat products, on request. 3.5 Offer customer alternative product or service or advice when requested item is not available.		
4 Advise on meat services	4.1 Promote, quote on and arrange store retail meat services for customers on request.		<b>Learning experiences for the HSC must address:</b> Awareness of a range of possible services including: <ul style="list-style-type: none"> <li>• catering</li> <li>• delivery</li> <li>• cook to order</li> <li>• seasonal promotions.</li> </ul>