

Training Package	Retail Services (SIR07)		HSC Requirements and Advice
Unit title	Advise on seafood products		
Unit code	Competency field	Sector	HSC Indicative Hours 15
SIRRRPK005A	Product Knowledge	Retail	

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to develop and apply product knowledge to assist customers in the purchase of seafood products and services according to store requirements.
Prerequisite units	SIRRFSA001A Apply retail food safety practices
Application of the unit	This unit applies to frontline service personnel. It involves the development of product knowledge and its application to provide advice to customers with regard to fresh, frozen and live seafood products according to store policy and product range.
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 policy and procedures which comply with consumer law and legislative requirements regarding the sale of seafood products consistently applies product knowledge to advise on and sell seafood products and services consistently applies store policy and procedures and industry codes of practice in regard to customer service and selling products and services develops, maintains and conveys product knowledge to other staff as required. consistently applies detailed and specialised product knowledge to provide accurate advice according to customer requirements. 	<p>Assessment <u>must</u> ensure access to:</p> <ul style="list-style-type: none"> a retail work environment sources of product information suitable merchandise relevant documentation, such as: <ul style="list-style-type: none"> store policy and procedures manuals OHS requirements. 	<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 performance in the workplace third-party reports from a supervisor customer feedback written or verbal questioning to assess knowledge and understanding 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, for example:</p> <ul style="list-style-type: none"> SIRRFSA001A Apply retail food safety practices. 	<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"> • ability to interpret store and industry manuals and documentation (paper-based or computerised) • interpersonal communication skills to: <ul style="list-style-type: none"> - apply product knowledge by providing information and advice to customers and staff - make recommendations and advise on services through clear and direct communication - ask questions to identify and confirm requirements - use language and concepts appropriate to cultural differences - use and interpret non-verbal communication • literacy skills in regard to: <ul style="list-style-type: none"> - reading and understanding product information - reading and understanding store policy and procedures - recording information • numerical skills in regard to pricing, estimating and weighing quantities. 	<p>The following knowledge <u>must</u> be assessed as part of this unit:</p> <ul style="list-style-type: none"> • store policy and procedures in regard to: <ul style="list-style-type: none"> - the store food safety program - the sale of seafood products - quality policy to customers and suppliers - allocated duties and responsibilities • current retail seafood products and services available to customers • specialist product knowledge, including: <ul style="list-style-type: none"> - specialised products and services - corresponding benefits, features and use of various species and products - shelf life, use-by dates, storage requirements - ingredients contained in product, including basic dietary and nutritional aspects and food additives - flavour of various species and types of seafood - uses, preparation methods, cooking tips for various species and types of seafood - basic production or harvesting methods - corresponding or complementary products and services - stock availability - seasonal availability • store and industry manuals and documentation (paper based or computerised) • procedures for taking customer orders • buying and ordering procedures • pricing procedures, including GST requirements • other relevant policy and procedures • relevant legislation and statutory requirements • relevant OHS legislation and codes of practice • relevant industry codes of practice. 	<p>Key Terms and Concepts</p> <ul style="list-style-type: none"> • advise on seafood products and services • complementary products and services • customer buying motives • customer requirements • customer service • customers • develop and convey product and service knowledge • documentation • food safety program • legislative and regulatory requirements • preferences, needs and expectations • pricing structure • product/service characteristics • recommend seafood product/service • seafood product knowledge/information • seafood products and service range • seasonal availability • sources of information • staff • taking and processing customer orders • verbal and non-verbal communication • workplace/company/store policy and procedures.

Element	Performance Criteria	Range Statement	HSC Requirements and Advice
1 Develop product knowledge	1.1 Develop <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. <i>Bold italicised</i> wording in the Performance Criteria is detailed below.</p> <p><i>Product knowledge</i> may include:</p> <ul style="list-style-type: none"> • seafood product identification • use • preparation • cooking methods, recipes and ingredients • sauces and accompaniments • composition of seafood • shrinkage after cooking • quantities required • nutritional aspects • country of origin • seasonal availability • handling and storage. <p><i>Relevant sources of information</i> may include:</p> <ul style="list-style-type: none"> • store or supplier product manuals • videos • demonstrations • labels • internet • other staff. 	<p>Learning experiences for the HSC must address:</p> <p><i>NB This unit of competency requires students to develop knowledge in relation to seafood products and services offered by at least one workplace/company/store. Students are required to apply seafood 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 seafood product knowledge employees should be familiar with including:</p> <ul style="list-style-type: none"> • product <ul style="list-style-type: none"> - types, species and varieties - correct marketing name - harvest/fishing area - legal length - prohibited species - features and benefits - use/application - shelf life/use-by dates - handling requirements - storage requirements - ingredients contained in product (including food additives) - product/ingredient origins - preparation requirements - cookery methods and their effect - basic dietary and nutritional aspects - price - seasonal availability - potential food safety hazards • workplace/company/store <ul style="list-style-type: none"> - stock availability - special offers - corresponding/complementary products and services

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			<ul style="list-style-type: none"> - how to purchase/order - payment methods - returns/refunds - hours of operation. <p>Identification and understanding of a range of seafood 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>An awareness of food items likely to be included in a seafood product range.</p> <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) • industry codes of practice • occupational health and safety (OHS) • food safety. <p>Workplace/company/store policy and procedures in regard to:</p> <ul style="list-style-type: none"> • food safety program • sale of meat products • quality <ul style="list-style-type: none"> - product - service

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			<ul style="list-style-type: none"> - presentation - cleanliness • allocated duties and responsibilities • stock availability.
	<p>1.2 Research and apply <i>comparisons between products</i>.</p>	<p><i>Comparisons between products</i> may include:</p> <ul style="list-style-type: none"> • product varieties • nutritional and dietary aspects • flavour • texture • ingredients • shelf life • cooking requirements • price. 	<p>Learning experiences for the HSC must address:</p> <p>Skills for:</p> <ul style="list-style-type: none"> • basic research <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"> • species • varieties • gradings • price • features • benefits • flavour • texture • ingredients/composition • shelf life • preparation and cooking requirements • nutritional and dietary aspects.
	<p>1.3 Convey <i>product information</i> to <i>other staff members</i> as required.</p>	<p><i>Product information</i> may include:</p> <ul style="list-style-type: none"> • seafood product identification • correct marketing name • harvest, fishing area, country of origin • legal length • prohibited species • use and preparation • cooking methods and recipes • nutritional aspects • seasonal availability • variety • quality • quantities 	<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 • courteous tone • active listening • asking questions or rephrasing to clarify or confirm understanding.

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		<ul style="list-style-type: none"> • price range • taste preferences • storage conditions, shelf life and potential food safety hazards. <p><i>Other staff members</i> may include:</p> <ul style="list-style-type: none"> • new or continuing staff • people with varying levels of language and literacy • people from a range of cultural, social and ethnic backgrounds. 	
2 Identify seafood products	2.1 Identify store seafood <i>product range</i> according to product information.	<p><i>Product range</i> may include:</p> <ul style="list-style-type: none"> • various fish species • crustacean species • molluscan species • fresh, frozen or live products • seasonal varieties • exotic and unusual lines. 	
	2.2 Identify seasonal availability according to store information.		
3 Recommend seafood products	3.1 Evaluate seafood products and <i>services</i> according to <i>customer requirements</i> .	<p><i>Services</i> may include:</p> <ul style="list-style-type: none"> • value-added goods, e.g. pre-cooked or marinated • individual serves • special occasion catering • food delivery services. <p><i>Customer requirements</i> may vary according to:</p> <ul style="list-style-type: none"> • dietary requirements • allergies • preference • health factors • cultural group. 	<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 species/variety • quality • quantity • price range • value for money • usage • convenience • flexibility • special requirements <ul style="list-style-type: none"> - health - nutritional - allergies - cultural. <p>Awareness of a range of possible services including:</p>

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			<ul style="list-style-type: none"> • catering • delivery • cook to order • seasonal promotions.
	<p>3.2 Discuss features and benefits of seafood products with <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 • business customers or individuals • 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>Matching the preferences, needs and expectations of customer through:</p> <ul style="list-style-type: none"> • consultative selling • identification of customer needs/needs analysis • building a relationship with the customer • knowing your product or service. <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"> • paper-based • electronic. <p>Workplace/company/store procedures for:</p> <ul style="list-style-type: none"> • ordering and buying stock • pricing <ul style="list-style-type: none"> - including Goods and Services Tax (GST) requirements • estimation and/or weighing of quantities.

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	3.3 Recommend complementary products, specials, new lines and seasonal promotions to customers according to <i>store policy and procedures</i> .	<i>Store policy and procedures in regard to:</i> <ul style="list-style-type: none"> • selling seafood products • interaction with customers • quality assurance • food safety • ordering seafood products • processing customer orders. 	
	3.4 Provide advice on seafood products for customers on request.		
	3.5 Offer customer alternative product or service or advice when requested item is not available.		