

Training Package	Tourism, Hospitality and Events (SIT07)/Retail Services (SIR07)		HSC Requirements and Advice
Unit title	Advise on products and services		
Unit code	Competency field	Sector	HSC Indicative Hours
SIRXSL002A	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

This section describes the essential skills and knowledge and their level, required for this unit.

The following skills must be assessed as part of this unit:

- interpersonal communication skills to:
 - 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:
 - reading and understanding product information
 - reading and understanding store policies and procedures
 - recording information
- numerical skills in regard to:
 - estimating and calculating costs relevant to pricing products.

The following knowledge must be assessed as part of this unit:

- specialised product knowledge including:
 - 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.

Element	Performance Criteria	Range Statement
1 Develop product and service knowledge	1.1 Develop and maintain <i>product knowledge</i> according to <i>store policy</i> and <i>legislative requirements</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"> • brand options • product features and benefits • warranties • safety features • use-by dates • handling and storage requirements • stock availability • price. <p><i>Product knowledge</i> 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><i>Store policy</i> and procedures <u>in regard to</u>:</p> <ul style="list-style-type: none"> • interaction with customers • selling products and services. <p><i>Legislative requirements</i> 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.
	1.2 Convey product knowledge to other <i>staff</i> as required.	<p><i>Staff</i> may include:</p> <ul style="list-style-type: none"> • full-time, part-time or casual • under contract

Element	Performance Criteria	Range Statement
		<ul style="list-style-type: none"> • people with varying degrees of language and literacy • people from a range of cultural, social and ethnic backgrounds • people with a range of responsibilities and job descriptions.
	1.3 Research and apply comparisons between products and services.	
	1.4 Demonstrate knowledge of competitors' product and service range and pricing structure .	Pricing structure may include: <ul style="list-style-type: none"> • sales reductions • pricing procedures, including GST requirements • mark-downs.
2 Recommend specialised products or services	2.1 Evaluate merchandise according to customer requirements .	Customer requirements may include: <ul style="list-style-type: none"> • specific brand • sizing • quality • quantity • price range • usage.
	2.2 Demonstrate features and benefits of products and services to customer to create a buying environment.	Customers may include: <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.
	2.3 Apply detailed specialised knowledge of product to provide accurate advice to customers.	