



Australian Government

Department of Education, Employment and Workplace Relations

AHCMER303A Sell products and services

Release: 2

AHCMER303A Sell products and services

Modification History

June 2012. Corrected typographical error in Unit Descriptor.

Unit Descriptor

Unit descriptor	This unit covers the process of selling products and services and defines the standards required to: identify the potential for a sale; present purchase options to the customer; provide quotations; complete a sale.
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Application of the Unit

Application of the unit	This unit will be carried out under supervision within enterprise guidelines.
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Licensing/Regulatory Information

Not Applicable

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

Not Applicable

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA

ELEMENT	PERFORMANCE CRITERIA
1. Engage customer	1.1. Customer is approached in a timely and professional manner and in line with enterprise procedures. 1.2. Appropriate interpersonal skills are used to engage customer. 1.3. Customers are presented with purchase options that address their needs, and assisted to identify their preferred option. 1.4. Personal and professional limitations in addressing customer needs are identified, and assistance is sought from appropriate personnel when required.
2. Sell products and services	2.1. Prices and quotations are determined on the advice of appropriate personnel and provided to customer. 2.2. Sales are completed in accordance with enterprise requirements and to maximise potential for customer satisfaction. 2.3. Opportunities for "add-on" and repeat sales are identified and responded to in line with enterprise procedures.
3. Maintain products	3.1. Products are handled and stored safely and efficiently in line with manufacturer, enterprise and Occupational Health and Safety (OHS) guidelines. 3.2. Documentation and re-ordering are completed in line with enterprise requirements. 3.3. Own sales techniques are reviewed to enhance future sales results.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- assess initial customer needs
- calculate quantities and prices
- access and research product information
- seek assistance as required
- recommend products
- encourage repeat business
- complete sales
- communicate effectively with customers from a range of culturally diverse

REQUIRED SKILLS AND KNOWLEDGE

backgrounds

- use literacy skills to read, interpret and follow organisational policies and procedures, follow sequenced written instructions, record accurately and legible information collected and select and apply procedures for a range of tasks
- use interpersonal skills to work with and relate to people from a range of cultural, social and religious backgrounds and with a range of physical and mental abilities.

Required knowledge

- customer buying signals
- customer requirements in various rural and horticultural settings
- how to effectively engage and communicate with a range of customers from culturally diverse backgrounds, and of varying physical and mental abilities
- legal requirements in sales environments, particularly Fair Trading, Trade Practices and Sale of Goods legislation, and public liability
- sales techniques.

Evidence Guide

EVIDENCE GUIDE	
The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.	
Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	<p>The evidence required to demonstrate competency in this unit must be relevant to workplace operations and satisfy holistically all of the requirements of the performance criteria and required skills and knowledge and include achievement of the following:</p> <ul style="list-style-type: none"> • engage customers • identify the potential for a sale • present purchase options to the customer • provide quotations • complete a sale.
Context of and specific resources for assessment	Competency requires the application of work practices under work conditions. Selection and use of resources for some worksites may differ due to the regional or enterprise circumstances.

Range Statement

RANGE STATEMENT	
The range statement relates to the unit of competency as a whole.	
Products and services may include:	<ul style="list-style-type: none"> • selling products and services in an agricultural, horticultural or land management context including details and documented data of the enterprise's products and services, and relevant government legislation and regulations.

Unit Sector(s)

Unit sector	Merchandising and sales
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Co-requisite units

Co-requisite units		

Competency field

Competency field	
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