



Australian Government

BSBPRO401 Develop product knowledge

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

Application

This unit describes the skills and knowledge required to develop product knowledge in preparation for the sales process.

It applies to individuals who need to solve a defined range of unpredictable problems, analyse and evaluate information from a variety of sources and who may provide leadership and guidance to others with some limited responsibility for the output of others.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of publication.

Unit Sector

Industry Capability – Product Skills and Advice

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Acquire knowledge of products in a specified area	1.1 Identify information sources about products in a specified area and evaluate them for reliability and validity 1.2 Identify product purpose/s and use/s 1.3 Identify key features of the product/s 1.4 Identify product strengths and weaknesses 1.5 Articulate guarantees and warranties and identify service support details
2. Convert product knowledge into benefits	2.1 Identify features of the product which have potential buyer appeal 2.2 Present features of the product which have buyer appeal as

ELEMENT	PERFORMANCE CRITERIA
	benefits to the buyer 2.3 Present product benefits within the context of organisational requirements and legislation
3. Evaluate competitors' products	3.1 Use a range of information sources to identify competitors' products 3.2 Compare features, benefits, strengths and weaknesses of competitors' products with own products 3.3 Establish relative standing of the organisation's product with the competitors' product/s and communicate differences to the buyer

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.1, 1.2, 1.3, 1.4, 2.1, 3.1, 3.2, 3.3	<ul style="list-style-type: none"> Identifies, interprets, understands and compares information to monitor and evaluate quality of product and services and check against client requirements
Writing	1.1, 1.5, 2.2, 2.3, 3.2	<ul style="list-style-type: none"> Records results of product evaluations to show clear comparisons of features, benefits and weaknesses Uses clear and specific language to develop documents for different audiences in accordance with organisational requirements
Oral Communication	2.2, 2.3, 1.5, 3.3	<ul style="list-style-type: none"> Provides recommendations using language appropriate to the purpose and audience
Numeracy	1.3, 1.4, 3.2, 3.3	<ul style="list-style-type: none"> Analyses numerical information to measure, compare and evaluate features
Navigate the world of work	2.3	<ul style="list-style-type: none"> Understands and follows organisational policies and procedures and legislative requirement relevant to own role
Get the work done	1.1, 3.1, 3.3	<ul style="list-style-type: none"> Plans and implements tasks required to achieve required outcomes Analyses information to decide on appropriate recommendations

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBPRO401 Develop product knowledge	BSBPRO401A Develop product knowledge	Updated to meet Standards for Training Packages	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>