



Australian Government

Department of Education, Employment and Workplace Relations

SIRRRPK008A Recommend jewellery products and services

Revision Number: 2

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Modification History

The version details of this endorsed unit are in the table below. The latest information is at the top.

Release	Comments
Second Release	Editorial updates

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to recommend and provide advice on jewellery products and services to retail customers.

Application of the Unit

This unit applies to frontline service personnel who gain specialised product knowledge to provide accurate advice to customers and other sales staff on jewellery products and repairs, including watches, and semi-precious and precious metals, gemstones and jewels while protecting the security of store stock and customers' personal jewellery.

Licensing/Regulatory Information

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

Pre-Requisites

Nil

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

Elements	Performance Criteria
Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
1. Research store product range.	<p>1.1. Develop <i>product knowledge</i> by accessing <i>relevant sources of information</i>.</p> <p>1.2. Identify store <i>product range</i> according to relevant <i>product information</i>.</p> <p>1.3. Identify <i>gemstones and jewels</i> according to relevant product information.</p> <p>1.4. Identify <i>metals</i> according to relevant product information.</p> <p>1.5. Identify <i>watches</i> according to relevant product information.</p>
2. Recommend specialised jewellery products.	<p>2.1. Identify <i>customer</i> lifestyle and needs.</p> <p>2.2. Apply specialised product knowledge to accurately advise customers and <i>other staff</i> on jewellery products.</p> <p>2.3. Demonstrate features and benefits of jewellery products to customers to create a buying environment.</p> <p>2.4. Supply accurate statement of product to customer according to <i>legislative requirements</i> and the Jewellery and Timepieces Industry Code.</p>
3. Advise on jewellery product warranties.	<p>3.1. Clearly explain <i>comparisons between product and manufacturer warranty terms</i> to customer.</p> <p>3.2. Consult relevant sources of information to confirm and convey individual product warranty terms and conditions to customers.</p> <p>3.3. Provide customer with written information regarding individual product warranty terms and conditions, especially extended or promotional warranties, according to <i>store policy and procedures</i>.</p>
4. Protect stock.	<p>4.1. Regularly clean and polish stock according to manufacturer care instructions and store procedures.</p> <p>4.2. Handle stock with care to prevent damage or breakage according to store procedures.</p> <p>4.3. Replace stock in <i>designated location</i> immediately after showing.</p> <p>4.4. Ensure <i>display units</i> are locked at all times.</p> <p>4.5. Show fine jewellery one item at time, and immediately replace in designated location according to store procedures.</p>

- 4.6. Maintain vigilance in regard to stock observation according to store procedures.
 - 4.7. Observe procedures for transfer of stock between safe and display units according to store security procedures.
 - 4.8. Maintain confidentiality in regard to store security procedures at all times.
 - 4.9. Open and close premises, including setting and de arming alarms, according to store security procedures.
 - 4.10. Maintain security of keys, safe combinations and alarm codes according to store security procedures.
5. Advise on and arrange services and repairs.
 - 5.1. Identify and accurately describe *service* or repair process to customer.
 - 5.2. Identify and quote price and timelines for basic service and repairs to customer where applicable.
 - 5.3. Identify customer requirements in regard to remaking or redesign of jewellery, and evaluate and convey alternatives to customer according to store policy.
 - 5.4. Transcribe customer details to repair form according to store policy and legislative requirements.
 - 5.5. Identify and accurately describe item for repair, including agreed value, according to store policy and legislative requirements.
 - 5.6. Label and securely store item for repair according to store policy.
 - 5.7. Perform watch, battery or band replacement as required without damage to product and according to store policy.

Required Skills and Knowledge

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

Required skills

- interpersonal skills to:
 - 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
 - handle customers with special needs, including difficult or abusive customers
- technical skills to perform basic jewellery, watch and watch band repairs
- literacy skills to:
 - interpret product information
 - interpret product warranties and guarantees
 - interpret store policy and procedures
- numeracy skills to:
 - calculate and quote repair and service prices
 - understand and estimate gemstone quality and value

Required knowledge

- store policy and procedures in regard to:
 - sales and customer service
 - methods of dealing with special needs and requests of customers
 - customer complaints
 - store product handling, display and security, including showing stock, locking counters and windows, storage of goods
 - store jewellery and watch repair services
- store jewellery product range, including:
 - basic recognition of jewels and gemstones, their names, quality, storage and care requirements
 - identification of common metals used in jewellery and their names, type, metal carat content and stamping
 - comparisons between watch styles and brands, including their compliance or non-compliance with regard to water resistance standard
- product and manufacturer warranty terms and conditions
- relevant legislation and statutory requirements relating to the retail industry
- relevant industry codes of practice, including Jewellery and Timepieces Industry Code

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

Evidence of the following is essential:

- continually updates and applies product knowledge to provide comprehensive advice to customers and staff
- consistently applies store policy and procedures and industry codes of practice in regard to sales and customer service procedures
- advises customers and informs sales team members of store product range, including the names and appearance of jewels and gemstones, precious and non-precious metals and a range of watches
- applies store security procedures with regard to the handling and protection of stock
- advises on, arranges for and performs store jewellery services, internal and external, including repairs, according to store policy and procedures.

Context of and specific resources for assessment

Assessment must ensure access to:

- a retail work environment
- relevant documentation, such as:
 - store policy and procedures manuals
 - industry codes of practice and relevant legislation
 - manufacturer warranties
- an appropriate range of jewellery products
- a range of customers with different requirements
- appropriate tools and equipment to perform services, such as jewellery and repairing bands and replacing watch batteries according to store policy and procedures.

Methods of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- 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.

**Guidance information for
assessment**

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. ***Bold italicised*** wording in the performance criteria is detailed below.

Product knowledge may include:

- gemstone, metal and watch identification
- manufacturing process
- origin
- composition of base products and materials
- carat weight
- jewellery and watch handling and storage.

Relevant sources of information may include:

- store or supplier product manuals
- product leaflets
- sales representatives
- technical or design staff
- internet
- customer feedback
- store warranty information
- product warranty manuals
- designated staff members
- contacting suppliers direct.

Product range may include:

- jewellery, including:
 - rings
 - necklaces
 - bracelets
 - chains
 - brooches
 - earrings
- watches
- clocks
- silver plate
- fine porcelain
- glassware
- giftware.

Product information may include:

- manufacturing process
- composition of base products and materials
- quality
- design features
- price range
- types and brands
- suppliers

- features
 - storage and care requirements
 - warranties
 - wearing capacity
 - metal content
 - metal carat content
 - stamping
 - complementary or add-on products
 - water resistance of various watches
 - name of stone
 - faceting
 - origin.
- Gemstones and jewels*** may include:
- precious or semi-precious
 - natural
 - organic or synthetic.
- Metals*** may include:
- precious or non-precious
 - plated.
- Watches*** may include:
- analogue
 - digital
 - battery operated
 - manual
 - automatic
 - wind-up
 - water resistant.
- Customers*** may include:
- those with routine or special requests
 - regular and new customers
 - people from a range of social, cultural and ethnic backgrounds and with varying physical and mental abilities.
- Other staff*** may include:
- new or existing staff
 - people with varying levels of language and literacy
 - people from a range of cultural, social and ethnic backgrounds.
- Legislative requirements*** may include:
- WHS
 - consumer law
 - Trade Practices and Fair Trading Acts
 - industry codes of practice
 - sale of second-hand goods.
- Comparisons between product and manufacturer warranty terms*** may relate to:
- features
 - benefits
 - limitations
 - duration

- Store policy and procedures*** in regard to:
- warranty cost, where applicable.
 - selling jewellery products and services
 - processing items for service and repair
 - security of stock.
- Designated location*** may include:
- display unit
 - promotional display
 - secure storage.
- Display units*** may include:
- secured or unsecured units
 - counter displays
 - lit or rotating displays
 - cabinets
 - shelves
 - windows.
- Store ***service*** range may include:
- jewellery repairs and cleaning
 - jewellery resizing
 - jewellery remodelling
 - valuation
 - watch cleaning and repairs
 - performed on or off the premises.

Unit Sector(s)

Retail

Competency field

Product Knowledge