



Australian Government

Department of Education, Employment and Workplace Relations

SIRRRPK010A Recommend home and home improvement 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 provide advice to customers to assist their buying decisions regarding home and home improvement products and services.

Application of the Unit

This unit applies to frontline personnel who gain knowledge of the store home and home improvement product range to provide advice to customers and other sales team staff with regard to features and benefits, product availability and price, and advice on services available.

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

Element

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.

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|--|---|
| 1. Research store product range. | 1.1. Develop <i>product knowledge</i> by accessing <i>relevant sources of information</i> .
1.2. Identify <i>store product range</i> , according to relevant product information. |
| 2. Recommend home and home improvement products. | 2.1. Identify relevant products to meet expressed <i>customer requirements</i> to assist their buying decisions.
2.2. Demonstrate <i>features and benefits of products to customers</i> to create a buying environment.
2.3. Convey technical features and benefits as outlined in manufacturer specifications. |
| 3. Advise on product warranties. | 3.1. Clearly explain comparisons between product and manufacturer warranty terms to customers.
3.2. Confirm individual product warranty terms and by accessing relevant sources of information and accurately conveying to customers.
3.3. Provide customers with written information regarding individual product warranty terms and conditions, especially extended or promotional warranties, according to store policy and procedures. |
| 4. Estimate quantities and order product. | 4.1. <i>Estimate area and product quantities</i> , where required, based on manufacturer specifications, plan provided or customer needs.
4.2. Arrange for area measurement where indicated by product type and according to store procedures.
4.3. Calculate cost to customers and prepare quotes <i>according to store policy and procedures</i> .
4.4. Order product and arrange customer pick up and delivery or installation where required.
4.5. Provide customers with accurate information regarding product availability, delivery and installation procedures as required, including date and time of delivery.
4.6. Notify customers promptly of any undue delays regarding completion, supply or installation of products. |
| 5. Negotiate price and | 5.1. Convey store recommended retail pricing for various brand options accurately conveyed to customers according to legislative |

- payment options. requirements.
- 5.2.Negotiate individual product prices according to store policy where necessary to achieve sales.
 - 5.3.Convey store payment options to customers and negotiate preferred option following store procedures.
6. Advise on and arrange product service and repair.
- 6.1.Diagnose problem in terms of operator and equipment faults by observation, customer questioning and accessing manufacturer information.
 - 6.2.Offer solutions according to nature of problem, available product information and store policy.
 - 6.3.Identify and accurately describe service and repair process to customers, as required, according to store policy.
 - 6.4.Prepare and supply quotations and timelines to customers for basic service and repairs.
 - 6.5.Identify and accurately transcribe customer details to repair form according to store procedures.
 - 6.6.Label and securely store items for repair according to store policy.
 - 6.7.Notify customers without undue delay on completion of service and repair.

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, including advice on warranties and product service and repair
 - 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
 - demonstrate product features and operation
 - negotiate price and payment options
- using and applying technology required to demonstrate operation of store product range
- literacy skills to:
 - interpret product information
 - interpret product warranties and guarantees
- numeracy skills to:
 - advise and negotiate price and payment options
 - measure and estimate accurately
 - use metric and imperial measuring scales
 - estimate measurements from architects or builders plans
- technical skills to take measurements from surface areas

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 pricing and payment and warranty terms and conditions, including GST requirements
 - store product service and repair policy and procedures
- store home and home improvement product range
- design and technical information and features and function and operation of store product range
- quality, energy efficiency and environmental considerations of products
- relevant industry codes of practice

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 other sales team members
- understands and applies available product information when providing advice to customers
- consistently applies store policy and procedures and industry codes of practice in regard to sales and customer service procedures
- advises customers and informs other sales team members on store home and home improvement products in the store merchandise range. Advises customers and other sales team members on store merchandise range warranties and store pricing and payment options.

Context of and specific resources for assessment

Assessment must ensure access to:

- a retail work environment
- relevant sources of product information
- relevant documentation, such as:
 - store policy and procedures manuals
 - industry codes of practice and relevant legislation
 - WHS legislation and codes of practice
- an appropriate range of home and home improvement products
- a range of customers with different requirements.

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
- answers to questions about specific skills and knowledge
- 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:
- function
 - brand and product options
 - warranties
 - quality
 - accessories
 - component parts
 - storage and operation
 - design features
 - style
 - available colour range
 - manufacturing process
 - price
 - partner or complementary products
 - country of manufacture
 - energy efficiency
 - safety features, including flammability
 - environmental considerations
 - materials and fibre types
 - construction of products
 - care and maintenance requirements
 - stain and dirt resistance
 - product performance
 - colour fastness, colour fading properties
 - availability.
- Relevant sources of information*** may include:
- supplier product leaflets
 - store product manuals
 - energy rating information
 - warranty information
 - internet
 - trade shows
 - customer feedback
 - consulting store information
 - designated staff members
 - contacting suppliers direct.
- Store product range*** may include:
- home and home improvement products
 - furniture products
 - floor covering products and services

- kitchen and bathroom renovation products
 - hardware products
 - home gardening products
 - soft furnishings
 - manchester
 - haberdashery.
- Customer requirements*** may include:
- usage requirements
 - lifestyle
 - price range.
- Features and benefits of products*** may include:
- product type
 - product performance features
 - product durability
 - function
 - warranties
 - quality
 - design aspects of colour and texture feel
 - thickness and weight of furnishing fabrics
 - acoustic and thermal insulation properties of materials
 - manufacturing process
 - price
 - country of manufacture
 - energy efficiency
 - environmental considerations.
- Customers*** may include:
- new and existing customers
 - people from a range of social, cultural and ethnic backgrounds and with varying physical and mental abilities
 - customers with routine or special needs.
- Estimating area and product quantities*** may include:
- using measuring tools
 - using a calculator
 - estimating from builders' and architects' plans
 - on-site measuring
 - estimating based on measurements provided by customer
 - making allowances for pattern matching
 - estimating linear or volume-based quantities.
- Store policy and procedures*** may include:
- policy and procedures relating to sales, payment and credit options, store reward schemes and customer service.

Unit Sector(s)

Retail

Competency field

Product Knowledge