



Australian Government

Department of Education, Employment and Workplace Relations

SIRRRPK012A Recommend business and leisure 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 business or leisure products and services to customers.

Application of the Unit

This unit applies to frontline service personnel involved in selling business or leisure products. It requires the team member to demonstrate knowledge of the store merchandise range, the technical and functional characteristics and care requirements of different products and complementary products. It requires demonstrated ability to facilitate advise on warranty claims and product and equipment service and repairs.

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.
1. Research store business or leisure product range.	1.1. Develop <i>product knowledge</i> by accessing <i>relevant sources of information</i> . 1.2. Identify products according to <i>relevant product information</i> . 1.3. Develop knowledge and application of manufacturer technical information. 1.4. Demonstrate and show store products to customer according to store policy.
2. Recommend business and leisure products.	2.1. Identify <i>customer</i> requirements through questioning and active listening. 2.2. Identify and evaluate <i>store merchandise</i> relevant to customer requirements. 2.3. Convey technical features and benefits from manufacturer specifications to assist customers buying decisions. 2.4. Demonstrate or explain <i>product application</i> to customers in a systematic manner as required to create a buying environment. 2.5. Apply <i>correct measuring, fitting and sizing procedures</i> where relevant to the store product range.
3. Advise on product warranties.	3.1. Clearly explain comparisons between product and manufacturer warranties to customers. 3.2. Access relevant sources of information and explain <i>individual product warranty terms</i> and conditions 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. Negotiate price and payment options.	4.1. Convey store recommended retail pricing for various brand options to customers, according to store procedures and <i>legislative requirements</i> . 4.2. Negotiate individual product prices, according to store policy where necessary to achieve a sale. 4.3. Convey store payment options to customers and negotiate customer preferred options according to store procedures.

5. Advise on and arrange product warranty claims, service and repairs.
 - 5.1. Identify warranty, *service and repairs process*, and accurately describe to customers as required, according to store procedures.
 - 5.2. Determine the nature of customer product warranty claims and service or repair requests through questioning and product observation.
 - 5.3. Identify price and timelines for warranty and basic service and repairs and quote to customer where applicable.
 - 5.4. Identify customer details and accurately transcribe to warranty and repair forms, according to store procedures and legal requirements.
 - 5.5. Label items for repair and securely store according to store procedure.
 - 5.6. Notify customers without undue delay on completion of service and repairs.

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
- technical skills to operate store products and equipment where relevant to the product range
- literacy skills to interpret product specifications
- numeracy skills in regard to:
 - handling money
 - using measuring equipment where relevant to the store product range
 - measuring and fitting customers for store products and equipment where relevant to the product range

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 service and repair facilities
 - pricing, including GST requirements
- manufacturer technical information relating to the store product range
- relevant legislation and statutory requirements relating to the retail industry
- relevant industry codes of practice
- relevant Work Health and Safety (WHS) legislation

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, including technical information
- 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 of quality, design features, benefits and operation and performance characteristics of products in store merchandise range
- advises on stock availability and warranties and price and payment options
- applies problem solving strategies to assist customers with product and equipment faults
- advises on, negotiates and arranges equipment services and repairs according to store policy and procedures.

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 business or leisure products merchandise range
- 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:
- operation and use
 - quality
 - brand options
 - product and design features
 - manufacturing process
 - country of manufacture
 - price
 - technical information.
- Relevant sources of information*** may include:
- supplier product leaflets
 - store product manuals
 - sales representatives
 - internet
 - warranty information
 - customer feedback
 - staff members
 - contacting suppliers direct.
- Relevant product information*** may include:
- operation and use
 - quality
 - brand options
 - product and design features
 - manufacturing process
 - country of manufacture
 - price
 - technical information.
- Customers*** may include:
- people with routine or special requests
 - people from a range of social, cultural and ethnic backgrounds and with varying physical and mental abilities.
- Store merchandise range*** may include:
- cameras or photographic equipment, including:
 - compacts, focus free and fixed, auto-focus, twin-lens and zoom, digital
 - lens systems, including single lens reflex (SLR), interchangeable lens, auto and manual focus
 - electronic flash
 - advanced photo systems
 - video cameras
 - photographic equipment accessories

- books, manuals, albums, frames, photo processing supplies, binoculars and telescopes
- computer products, including:
 - word processing, spreadsheet, games, graphics, database
 - corporate, business, entertainment or educational applications
 - computers
 - monitors of varying size, resolution (digital and analogue, LCD and CRT)
 - printers
 - scanners
 - types of mouse
 - modems
 - fax machines
 - operating systems
 - computer accessories, such as memory upgrades, video cards, sound cards, CDs, paper and printer
 - supplies, cords, cables and fittings
- hard goods, gear and accessories for team sports
- equipment, gear and accessories for individual sports, including:
 - fishing or water sports
 - climbing
 - hiking
 - exercise and weight training
 - skiing
 - cycling, skateboarding and rollerblading
- gas equipment and fittings
- camping equipment and gear
- sporting equipment and clothing
- toy products, including:
 - hobbies and models
 - electronics and computerised games (hand-held, console, CD-ROM)
 - games and puzzles
 - educational toys and books
 - musical toys
 - dolls
 - costumes and accessories
 - plush and soft toys

- indoor and outdoor play and sporting equipment
- art and craft
- beach and pool toys
- ride on toys and equipment
- action toys and equipment
- spare parts and accessories
- music and audio products, including:
 - specialist musical instruments
 - hi-fis, radios, walkmans and MP3 players
 - pre recorded music
 - accessories
 - books and manuals
 - sheet music
 - second-hand goods
- audiovisual and entertainment products, including:
 - televisions, video projectors and PC/TV
 - video recorders, DVD players, DVD recorders and set top boxes
 - home theatre systems
 - portable multimedia players
 - car audio equipment
 - video cameras
 - portable audio equipment
 - recorded DVDs, videos, games and other media
 - blank media, software, spare parts and accessories
- whitegoods, including:
 - refrigerators, wine chillers and freezers
 - clothes dryers
 - washing machines
 - ovens, ranges, cooktops and rangehoods
 - microwave ovens
 - dishwashers
- small appliances, including:
 - toasters and toaster ovens
 - vacuum cleaners and floorcare appliances
 - electric barbecues, grills
 - electric frypans, skillets, deep fryers, woks, slow cookers, steamers, rice cookers, sandwich makers, toasters, waffle makes, crepe makers and other cooking appliances

- electric jugs, kettles, urns, coffee makers, juicers, beverage makers and chillers and other beverage appliances
- food processors, mixers, blenders, choppers and other food preparation appliances
- irons, clothes presses and appliances
- electric knives, can openers and other convenience appliances
- hair dryers, curling wands, straightening irons and other personal grooming appliances
- electric massagers, foot spas and other self-care appliances.

Product application may include:

- operation of specific computer hardware or software applications
- differences in application of sporting products
- merchandise test runs offered to customers to enhance buying decisions
- operation of music and audio equipment.

Correct measuring, fitting and sizing procedures may include:

- allowing for correlation between Australian, UK, US and European sizing standards
- clothing sizing
- shoe sizing
- matching weight and size of sporting equipment to customer's body weight and size.

Individual product warranty terms may include:

- manufacturer warranties
- extended or promotional warranties
- specific conditions for hardware and software.

Legislative requirements may include:

- consumer law
- WHS
- environmental protection
- pricing procedures, including GST requirements
- sale of second-hand goods
- industry codes of practice
- Trade Practices and Fair Trading Acts
- hazardous substances and dangerous goods.

Service repairs process may include:

- repairs under warranty
- fault diagnosis
- service and repairs in-house
- referring service and repairs to a third party
- camera service and repairs
- computer hardware service and repairs
- sporting goods service and repairs

- toy products service and repairs
- musical and audio equipment service and repairs.

Unit Sector(s)

Retail

Competency field

Product knowledge