



Australian Government

Department of Education, Employment and Workplace Relations

SIRXCCS406 Provide professional customer service for high value and complex sales

Release: 1

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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
First Release	New unit

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to ensure that customers' sales experiences meet expectations to build brand loyalty and percentage of closed sales. It involves analysing customer expectations and leading the sales team to develop strategies to meet them.

Application of the Unit

This unit applies to sales team leaders and managers with a responsibility to ensure customer service is provided for the sale of high value and complex products and to maximise sales closures.

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. Analyse customer expectations of high value sales experiences.

- 1.1. Review demographics of customer target groups and analyse relevant industry information regarding behaviour and preferences of different demographic groups.
- 1.2. Analyse organisation's customer relationship management information to identify ***customer preferences*** relating to sales experience.
- 1.3. Explore personal and team members' experience and perceptions of customers' expectations of, and responses to, sales experience.
- 1.4. Consider findings and record a range of customer expectations of sales experience.
- 1.5. Consult with relevant staff and select specific customer expectations that the organisation will commit to meeting.

2. Ensure sales environment meet customer expectations.

- 2.1. Review ***store environment*** against selected customer expectations and identify improvements to be implemented in consultation with relevant personnel.
- 2.2. Review store positioning and promotion in relation to customer expectations and identify and propose improvements in consultation with relevant personnel.
- 2.3. Review customer service procedures and communication protocols in relation to customer expectations and identify improvements to be implemented in consultation with relevant personnel.
- 2.4. Participate in implementation of improvements according to workplace requirements.

3. Develop customer service relationships.

- 3.1. Lead team to review behaviour and preferences of customers and identify responsive customer service strategies.
- 3.2. Lead team to analyse exemplary sales outcomes and identify positive customer service strategies to be incorporated into store procedures.
- 3.3. Lead team to analyse customer interactions resulting in non-closure of sales to identify potential strategies to retrieve sales.

- 3.4. Lead team to research, select and implement strategies to build brand loyalty and repeat business.
- 3.5. Provide modelling and coaching to team members in closing high value and complex sales.

Required Skills and Knowledge

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

Required skills

- communication and interpersonal skills to:
 - apply product knowledge by providing information and advice to customers and staff
 - ask questions to identify and confirm requirements and preferences
 - interact with a range of customers, including:
 - those with special needs
 - difficult or abusive customers
 - make recommendations and advise on warranties and product service and repair through clear and direct communication
 - use and interpret non-verbal communication
 - use language and concepts appropriate to cultural differences
- literacy and numeracy skills to:
 - advise and negotiate price and payment options
 - measure and estimate accurately
 - read product information and specifications
 - read store policy and procedures
- team leadership skills to:
 - gain team participation in research and analysis activities
 - motivate and coach team members to improve customer service skills

Required knowledge

- company policy and procedures in regard to:
 - customer complaints
 - methods of dealing with customer special needs and requests
 - price negotiation and payment options
 - sales and customer service, up-selling and on-selling
 - services and repairs
- company product range
- human psychology in relation to buying
- key features of buying and selling process
- manufacturer technical information
- pricing procedures, including GST requirements
- product and manufacturer warranty terms and conditions
- relevant legislation, statutory requirements and codes of practice relating to the retail industry, including consumer law

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.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- researches, consults on and identifies customer expectations that the organisation will commit to meeting
- reviews sales environment and implements improvements to meet customer preferences
- leads team to review customer service outcomes and provides modelling and coaching in customer service.

Context of and specific resources for assessment

Assessment must ensure access to:

- a real retail work environment
- a retail customer service and sales team
- relevant documentation, including:
 - communication protocols
 - customer demographic data
 - customer service procedures
 - sales performance data.

Method 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
- a role play
- 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, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the individual, accessibility of the item, and local industry and regional contexts) may also be included.

Customer preferences may vary according to:

- behavioural style
- buying style
- expectations of salespeople
- personality type.

Store environment may include:

- air quality
- amenities
- décor
- layout
- music
- parking
- visual merchandising.

Unit Sector(s)

Cross-Sector

Competency Field

Client and Customer Service