



Australian Government

Department of Education, Employment and Workplace Relations

SIRXSL002A Advise on products and services

Revision Number: 2

SIRXSL002A Advise on products and services

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 apply a depth of specialist or general product knowledge and a need for experience and skill in offering advice to customers.

Application of the Unit

This unit applies to team member who develop, maintain and convey detailed and specialised product knowledge to customers and other staff in accordance with store policy and relevant legislation. Specialist sales personnel undertake this function.

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

Elements describe the essential outcomes of a unit of competency.

1. Develop product and service knowledge.
2. Recommend specialised products or services.

Performance Criteria

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.

- 1.1. Develop and maintain ***product knowledge*** according to ***store policy*** and ***legislative requirements***.
- 1.2. Convey product knowledge to other ***staff*** as required.
- 1.3. Research and apply comparisons between products and services.
- 1.4. Demonstrate knowledge of competitors' product and service range and ***pricing structure***.
- 2.1. Evaluate merchandise according to ***customer requirements***.
- 2.2. Demonstrate features and benefits of products and services to ***customer*** to create a buying environment.
- 2.3. Apply detailed specialised knowledge of product to provide accurate advice to customers.

Required Skills and Knowledge

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

Required skills

- interpersonal skills to:
 - convey product knowledge to staff
 - apply knowledge to provide advice to customers
 - handle difficult customers through clear and direct communication
 - ask questions to identify and confirm requirements
 - share information
 - use language and concepts appropriate to cultural differences
 - use and interpret non-verbal communication
- literacy skills in regard to:
 - use a range of communication and electronic equipment
 - access relevant product and service information
 - interpret product information
 - interpret store policies and procedures
 - record information
- numeracy skills to:
 - estimate and calculate costs relevant to pricing products

Required knowledge

- specialised product knowledge, including:
 - warranties
 - benefits and features
 - shelf life and use-by date
 - storage requirements
 - ingredients or materials contained in product
 - product and ingredient origins
 - care and handling of products
 - corresponding or complementary products and services
 - stock availability
- store and industry manuals and documentation
- stock and merchandise range
- service range
- store policies and procedures including:
 - procedures for taking orders
 - pricing procedures, including GST requirements
- relevant legislation and statutory requirements and industry code of practice relating to the retail industry

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:

- consistently applies store policies and procedures and industry codes of practice in regard to customer service and selling products and services
- develops, maintains and conveys product knowledge to customers and other staff
- applies detailed and specialised product knowledge to provide accurate advice according to the needs of the customer.

Context of and specific resources for assessment

Assessment must ensure access to:

- a retail work environment
- a range of stock and merchandise
- relevant documentation, such as:
 - price lists
 - policy and procedures manuals
- a range of customers with different requirements
- a range of communication equipment.

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 the candidate 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:

- brand options
- product features and benefits
- warranties
- safety features
- use-by dates
- handling and storage requirements
- stock availability
- price.

Product knowledge may be developed and maintained by:

- accessing the internet
- attending product launches
- attending product seminars
- discussions with staff
- accessing product information booklets and pamphlets.

Store policy and procedures in regard to:

- interaction with customers
- selling products and services.

Legislative requirements may include:

- Trade Practices and Fair Trading Acts
- tobacco laws
- liquor laws
- lottery legislation
- industry codes of practice
- WHS
- sale of second-hand goods
- sale of X and R rated products
- trading hours
- transport, storage and handling of goods.

Staff may include:

- full-time, part-time or casual
- under contract
- people with varying degrees of language and literacy
- people from a range of cultural, social and ethnic backgrounds
- people with a range of responsibilities and job descriptions.

Customer requirements may include:

- specific brand
- sizing
- quality
- quantity
- price range
- usage.

Customers may include:

- new or repeat contacts
- external and internal contacts
- customers with routine or special requests
- people from a range of social, cultural and ethnic backgrounds and with varying physical and mental abilities.

Pricing structure may include:

- sales reductions
- pricing procedures, including GST requirements
- mark-downs.

Unit Sector(s)

Cross-Sector

Competency field

Sales