



**Australian Government**

# **SIRXSL406 Manage sales and service delivery**

**Release: 1**

## SIRXSL406 Manage sales and service delivery

### 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	This is a revised unit, based on and equivalent to SIRXSL005A Manage sales and service delivery.

### Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to monitor, maintain and improve sales and service delivery. It involves market research, developing new markets, and marketing products and services within the culture of the overall store policy.

The unit requires the team member to develop and maintain excellence in sales and service delivery by ensuring the provision of a well-resourced working environment for fellow staff. The team member is required to proactively pursue the continuous improvement of operations by seeking, evaluating and reporting feedback from customers and colleagues on sales and service delivery and working conditions; and locating and negotiating adequate supply of stock and other necessary resources according to store policy.

### Application of the Unit

This unit applies to staff with managerial responsibility.

### 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. Establish and respond to customer requirements.	<p>1.1. Plan and develop strategies to enhance provision of customer service according to store policy.</p> <p>1.2. Research and <b><i>analyse customer needs</i></b> in regard to local geographic and cultural issues.</p> <p>1.3. Resolve <b><i>customer</i></b> complaints referred by <b><i>staff</i></b>, according to store policy.</p> <p>1.4. Monitor sales and service targets and plans to ensure that customer requirements are met, and take appropriate remedial action if required.</p> <p>1.5. Encourage staff to take responsibility for meeting customer requirements.</p> <p>1.6. Seek and use feedback from customers to improve future operations.</p>
2. Monitor, maintain and improve sales and service delivery.	<p>2.1. Implement, communicate and review <b><i>policies and procedures for sales and service delivery</i></b> on a regular basis.</p> <p>2.2. Maintain adequate <b><i>resource</i></b> allocation for client service provision in line with <b><i>store policy and procedures</i></b>.</p> <p>2.3. Ensure sales and service targets and plans are consistent with quality and functional <b><i>specifications</i></b>.</p> <p>2.4. Communicate sales and service targets and plans to <b><i>relevant personnel</i></b> according to implementation schedules.</p> <p>2.5. Provide <b><i>feedback</i></b> to staff on operations and outcomes.</p> <p>2.6. Take corrective measures to minimise <b><i>factors that may cause disruption to operations</i></b>.</p> <p>2.7. Monitor and evaluate effectiveness of corrective actions for future operational planning.</p> <p>2.8. Ensure current and accurate <b><i>records</i></b> on sales are available to authorised personnel.</p> <p>2.9. Interpret and act on relevant reports as required.</p>
3. Negotiate supply of goods.	<p>3.1. <b><i>Negotiate</i></b> and implement <b><i>arrangements with suppliers</i></b>, according to store policies and procedures, and communicate to relevant personnel.</p>

- 3.2. Authorise and communicate special pricing arrangements and customer payment agreements to relevant staff and management personnel according to store policy.
  - 3.3. Monitor records of suppliers and stock for accuracy and legibility and take appropriate action where necessary.
  - 3.4. Identify and communicate market factors affecting **supply** to relevant personnel.
  - 3.5. Convey complete and accurate records of negotiations and agreements to appropriate personnel within designated time limits.
  - 3.6. Take immediate corrective action where potential or actual **problems with supply** are indicated.
  - 3.7. Identify and develop new suppliers to maintain and improve sales and service delivery.
4. Provide productive work environment.
    - 4.1. Establish and maintain a sufficient supply of resources of the necessary quantity and quality to meet customer requirements.
    - 4.2. Regulate and monitor access to and use of resources for maximum efficiency and sustainability.
    - 4.3. Maintain staff working conditions to meet requirements of **relevant legislation** and store policy.
    - 4.4. Ensure that maintenance frequency and use of equipment conform to recommended schedules and procedures.
    - 4.5. Replace, repair or adapt resources that do not meet requirements as soon as practicable and with minimum disruption to work activity.
    - 4.6. Communicate **recommendations** for improving conditions to relevant personnel within designated timeframe.
    - 4.7. Maintain complete, accurate records and make them available to authorised personnel.

## Required Skills and Knowledge

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

### Required skills

- communication and interpersonal skills to:
  - ask questions to identify and confirm requirements
  - communicate with staff through clear and direct communication
  - negotiate with suppliers and customers
  - present information
  - share information
  - use and interpret non-verbal communication
  - use language and concepts appropriate to cultural differences
- literacy and numeracy skills to:
  - calculate costs and pricing arrangements
  - document results
  - estimate volume
  - interpret and maintain data
  - prepare reports
  - research, analyse and interpret a broad range of written material
- technical skills to use new technology

### Required knowledge

- customer demand and market trends
- principles and techniques for:
  - interpersonal communication
  - purchasing and supply specifications
  - stock control
- product quality standards
- range and availability of new products and services, especially those with enhanced sustainability features
- relevant industry codes of practice applicable to the sales environment
- relevant legislation and statutory requirements, including work health and safety (WHS) requirements applicable to the sales environment
- store merchandise and service range
- store merchandising plan
- store policies and procedures in regard to:
  - efficient and sustainable use of resources
  - pricing procedures, including GST requirements
  - quality assurance and control
  - sales and service delivery

- stock maintenance and control
- supply specifications

## 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:

- maintains, monitors and evaluates sales and service delivery
- communicates sales and service targets and plans and provides feedback on operations and outcomes to relevant personnel according to store policy
- proactively improves sales and service delivery operations
- interprets and maintains data on sales and services delivery
- negotiates and arranges supply of goods according to store policy and procedures
- authorises pricing and payment agreements according to store policy and procedures
- maintains, monitors and evaluates supply of stock.

### **Context of and specific resources for assessment**

Assessment must ensure access to:

- a retail work environment
- relevant documentation, such as:
  - policy and procedures manuals
  - sales and service delivery targets and plans
  - records of sales and service
  - legislation and statutory requirements
  - industry codes of practice
  - WHS legislation and codes of practice
- suppliers
- a team.

### **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 the candidate in the workplace
- customer feedback
- research report
- 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, 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 candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Methods used to ***analyse customer needs*** may be:

- qualitative
- quantitative.

***Customer*** may include:

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

***Staff*** may include:

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

***Policies and procedures for sales and service delivery*** may involve:

- customer complaints
- customer service and sales training
- service standards
- staff induction
- staff presentation.

***Resource*** may include:

- equipment and technology
- finances
- materials
- people
- time.

***Store policy and procedures*** in regard to:

- interaction with customers
- interaction with other team members
- WHS
- quality assurance and control
- acquisition and sale of products and services.

***Specifications*** may include:

- customer agreements
- operational means for meeting agreements
- specific functional duties within the organisation.

***Relevant personnel*** may include:

- managers
- members of own or other work teams
- supervisors.

- Feedback** may be sought and given:
- in groups
  - in writing
  - individually
  - verbally.
- Factors that may cause disruption to operations** may include:
- operational resources
  - quality of materials
  - supply.
- Records** may be:
- electronic
  - hard copy.
- Techniques used to **negotiate** with suppliers may include:
- correspondence
  - email
  - face-to-face contact
  - meetings
  - telephone.
- Arrangements with suppliers** may relate to:
- credit levels
  - delivery
  - partnerships and exclusivity
  - pricing.
- Sources of **supply** may include:
- external organisations
  - internal departments and teams
  - internal and external personnel.
- Problems with supply** may involve:
- cost
  - coverage or content
  - quality
  - quantity
  - time schedules or scales.
- Relevant legislation** may include:
- equal employment opportunity and anti-discrimination laws
  - federal, state and local legislation
  - WHS.
- Recommendations** may be communicated to:
- colleagues, specialists, staff from other departments
  - external organisations with a health, safety or environmental responsibility
  - government bodies
  - higher-level managers
  - subordinates.

## Unit Sector(s)

Cross Sector

## **Competency Field**

Sales