



Australian Government

Department of Education, Employment and Workplace Relations

AHCMER402A Provide advice and sell machinery

Release: 1

AHCMER402A Provide advice and sell machinery

Modification History

Not Applicable

Unit Descriptor

Unit descriptor	This unit covers providing advice and sell machinery and defines the standard required to: advise customers as to the most appropriate products for their specific application/environment; engage with and give advice to customers; ensure that the advice, product type, application and suitability are understood by the customer; encourage add on sales; organise the demonstration of products; represent the enterprise in a professional manner when dealing with customers.
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Application of the Unit

Application of the unit	This unit applies to rural products merchandisers whose job role includes providing advice and selling agricultural farm and small machinery, spare parts and building products.
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Licensing/Regulatory Information

Not Applicable

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

Not Applicable

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA

ELEMENT	PERFORMANCE CRITERIA
1. Identify customer needs	1.1. Appropriate interpersonal skills are used to accurately identify customer needs. 1.2. Customer enquiries are handled courteously and promptly in accordance with enterprise procedures and industry requirements. 1.3. Available products are matched to customer needs. 1.4. Knowledge and understanding of machinery and related products is actively and regularly researched and updated from authoritative sources.
2. Provide product advice	2.1. Advice that addresses customer needs is provided in a timely and professional manner. 2.2. Products that may meet customer needs are appropriately exhibited to customer. 2.3. Customers concerns and questions are addressed sensitively in line with enterprise requirements. 2.4. Quotations are prepared and supplied in accordance with enterprise requirements.
3. Sell products	3.1. Sales are completed in accordance with enterprise requirements and to customer's satisfaction. 3.2. Opportunities for "add-on" and repeat sales are identified and responded to in line with enterprise procedures. 3.3. Sales results are monitored against specified criteria. 3.4. Sales techniques are reviewed to enhance future sales results.
4. Handle and maintain products	4.1. Products are handled and stored safely and efficiently in line with manufacturer, enterprise and Occupational Health and Safety (OHS) guidelines. 4.2. Documentation is completed in line with enterprise requirements. 4.3. Stock levels are monitored and re-ordering procedures followed in line with enterprise requirements.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

REQUIRED SKILLS AND KNOWLEDGE**Required skills**

- assess and demonstrate cost benefits
- valuing trade-ins
- research supplier information
- demonstrate equipment
- safe lifting, carrying and handling techniques
- use literacy skills to read, interpret and follow organisational policies and procedures, develop sequenced written instructions, record accurately and legibly information collected and select and apply procedures to a range of tasks
- use oral communication skills/language competence to fulfil the job role as specified by the organisation including questioning, active listening, asking for clarification, negotiating solutions and responding to a range of views
- use numeracy skills to estimate, calculate and record routine and more complex workplace measures and data
- use interpersonal skills to work with others and relate to people from a range of cultural, social and religious backgrounds and with a range of physical and mental abilities.

Required knowledge

- customer service and selling techniques
- systems and procedures for the safe handling of machinery
- enterprises business values, structure, products and services
- industry terminology for products
- requirements of local or specific customers
- nature of agricultural activities in district
- industry trends and improved practices in relation to machinery usage and equipment
- systems and procedures for the safe handling of machinery and parts
- manufacturers product recommendations and warranty requirements
- relevant OHS, industry, fair trading, trade practices, and sales of goods legislation
- relevant components of State/Territory Acts relating to machinery and its use.

Evidence Guide

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.	
Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	<p>The evidence required to demonstrate competency in this unit must be relevant to workplace operations and satisfy holistically all of the requirements of the performance criteria and required skills and knowledge and include achievement of the following:</p> <ul style="list-style-type: none"> • advise customers as to the most appropriate products for their specific application/environment • engage with and give advice to customers • ensure that the advice, product type, application and suitability are understood by the customer • encourage add on sales • organise the demonstration of products • represent the enterprise in a professional manner when dealing with customers.
Context of and specific resources for assessment	Competency requires the application of work practices under work conditions. Selection and use of resources for some worksites may differ due to the regional or enterprise circumstances.

Range Statement

RANGE STATEMENT	
The range statement relates to the unit of competency as a whole.	
Machinery may include:	<ul style="list-style-type: none"> • all types of agricultural and small machinery • spare parts • building products.
Advice may include:	<ul style="list-style-type: none"> • that relating to products, usage, application rates.

Unit Sector(s)

Unit sector	Merchandising and sales
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Co-requisite units

Co-requisite units		

Competency field

Competency field	
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