



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **AHCNSY304A Deliver and promote sales of plants**

**Release: 1**

## AHCNSY304A Deliver and promote sales of plants

### Modification History

Not Applicable

### Unit Descriptor

|                        |   |
|------------------------|---|
| <b>Unit descriptor</b> | This unit covers the process of transporting and delivering plants to retail outlets and other nurseries and the associated task of maintaining promotional displays and defines the standard required to: prepare and load plant orders from a production site; transport plants and other products to and from a production nursery; deliver and unload nursery products according to order requirements; maintain nursery product displays at retail outlets where necessary; use sales techniques to promote a range of nursery products. |
|------------------------|---|

### Application of the Unit

|                                |  |
|--------------------------------|--|
| <b>Application of the unit</b> | This unit applies to the transport and maintenance of plant samples and plant displays and other product from a production operation to retail outlet, other nursery or end user and the promotion and sale of the product. This type of work is likely to be under limited supervision from others, with checking only related to overall progress. The provision of product and marketing support requires the application of extensive horticultural knowledge and a broad range of horticultural skills. |
|--------------------------------|--|

### Licensing/Regulatory Information

Not Applicable

## Pre-Requisites

|                           |  |  |
|---------------------------|--|--|
| <b>Prerequisite units</b> |  |  |
|                           |  |  |
|                           |  |  |

## Employability Skills Information

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|-----------------------------|--|
| <b>Employability skills</b> | This unit contains employability skills. |
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## Elements and Performance Criteria Pre-Content

Not Applicable

## Elements and Performance Criteria

| <b>ELEMENT</b> | <b>PERFORMANCE CRITERIA</b> |
|----------------|-----------------------------|
|                |                             |

| <b>ELEMENT</b>                          | <b>PERFORMANCE CRITERIA</b>   |
|---|---|
| 1. Prepare to provide marketing support | <p>1.1. Product list, clients, delivery schedule and transport vehicle are identified according to enterprise work procedures.</p> <p>1.2. Tools, equipment and machinery are selected according to delivery requirements and enterprise work procedures.</p> <p>1.3. Pre-operational and safety checks are carried out on tools, equipment and machinery according to manufacturer's specifications and enterprise work procedures.</p> <p>1.4. Plants are selected according to orders; sample specifications and delivery schedule, and are prepared and loaded into transport vehicle according to enterprise work procedures.</p> <p>1.5. Occupational Health and Safety (OHS) hazards are identified, risks assessed, controls implemented and reported to the supervisor.</p> <p>1.6. Suitable Personal Protective Equipment (PPE) is selected, used and maintained.</p> |
| 2. Deliver plants                       | <p>2.1. Maintenance of stock is undertaken according to enterprise work procedures.</p> <p>2.2. Current stock lists are updated and maintained according to enterprise work procedures.</p> <p>2.3. Regular delivery service is maintained according to enterprise work procedures.</p> <p>2.4. Clients are supplied, on request, with information about stock availability according to enterprise work procedures.</p> <p>2.5. Delivery documentation is completed accurately according to enterprise work procedures.</p>  |
| 3. Maintain off-site displays           | <p>3.1. Off-site product displays are checked regularly according to enterprise work procedures.</p> <p>3.2. Maintenance of displays is undertaken according to enterprise work procedures and client requirements.</p> <p>3.3. Marketing support is undertaken according to OHS requirements, and with due consideration of the environmental implications.</p>  |
| 4. Promote sales                        | <p>4.1. Retailers are informed of available promotional literature with particular stock lines.</p> <p>4.2. Regular sales memos are dispatched according to enterprise work procedures.</p> <p>4.3. Advanced lists for seasonal promotions are prepared</p>   |

| ELEMENT | PERFORMANCE CRITERIA   |
|---------|--|
|         | <p>according to enterprise work procedures.</p> <p>4.4. Sales, promotional and marketing documentation are completed accurately according to enterprise work procedures.</p> |

## Required Skills and Knowledge

### REQUIRED SKILLS AND KNOWLEDGE

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

#### Required skills

- communicate with clients, work team members and supervisors, interpret and apply delivery schedules and marketing plans, utilise proforma reporting and work procedure documents, and understand labels and symbols
- maintain mobile and remote displays and samples
- estimate treatment and product requirements, material sizes and quantities; interpret maps and directories, and calculate orders, sales figures, ratios, proportions and application rates
- co-ordinate own activities with plant production, marketing and sales teams to deliver and maintain plant orders, in a timely and cost effective manner and to clients specifications
- drive a motor vehicle
- use interpersonal skills to work with and relate to people from a range of cultural, social and religious backgrounds and with a range of physical and mental abilities.

#### Required knowledge

- enterprise and industry labelling standards and methods
- enterprise standards and methods of packaging, and delivery of plant orders, samples and displays
- practical understanding of the range of plants available from the enterprise, their botanical, common and trade names, growth habits, and presentation requirements for display
- enterprise standards and methods for the preparation and dispatch of promotional literature and lists for seasonal promotions
- awareness of the environmental implications associated with the preparation, transport and maintenance of plant orders, samples and displays.

## Evidence Guide

| <b>EVIDENCE GUIDE</b>  |  |
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| 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. |  |
| <b>Overview of assessment</b>  |  |
| <b>Critical aspects for assessment and evidence required to demonstrate competency in this unit</b>  | <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"> <li>• prepare and load plant orders from a production site</li> <li>• transport plants and other products to and from a production nursery</li> <li>• deliver and unload nursery products according to order requirements</li> <li>• maintain nursery product displays at retail outlets where necessary</li> <li>• use sales techniques to promote a range of nursery products.</li> </ul> |
| <b>Context of and specific resources for assessment</b>  | 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

| <b>RANGE STATEMENT</b>  |  |
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| The range statement relates to the unit of competency as a whole. |  |
| Plants may include:   | <ul style="list-style-type: none"> <li>• a wide range of plants common in production and retail nurseries and commonly used and produced in the region.</li> </ul> |
| Delivery may include:   | <ul style="list-style-type: none"> <li>• the delivery of all commercial plant products transported to a range of clients.</li> </ul>                               |
| Promotions may include:   | <ul style="list-style-type: none"> <li>• consumer sales and trade sales promotions.</li> </ul>   |

## Unit Sector(s)

|             |         |
|-------------|---------|
| Unit sector | Nursery |
|-------------|---------|

## Co-requisite units

|                    |  |  |
|--------------------|--|--|
| Co-requisite units |  |  |
|                    |  |  |
|                    |  |  |

## Competency field

|                  |  |
|------------------|--|
| Competency field |  |
|------------------|--|