



Australian Government

Assessment Requirements for AURSCA006 Promote automotive products and services

Release: 1

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Modification History

Release	Comment
Release 1	New unit of competency.

Performance Evidence

Before competency can be determined, individuals must demonstrate they can perform the following according to the standards defined in this unit's elements, performance criteria, range of conditions and foundation skills:

- promote different automotive products or services to three different customers in line with workplace customer service standards.

Knowledge Evidence

Individuals must be able to demonstrate knowledge of:

- methods used to promote products and services, including:
 - strengths, weaknesses, opportunities and threats (SWOT) analysis
 - marketing and research techniques
 - face-to-face selling techniques
 - active listening and questioning techniques
 - upselling and value adding sales techniques
 - negotiation strategies when dealing with dissatisfied customers
 - loyalty programs and strategies for encouraging repeat business
- customer types, including:
 - customer buying signals and buyer behaviour
 - individual and cultural differences
- sources of information about automotive products and services and related promotional activities
- comparable products and services of major competitors
- workplace procedures relating to promotional processes and marketing activities, including marketing campaigns and advertising materials
- workplace procedures relating to promoting automotive products and services, including:

- consumer protection
- automotive industry codes of practice relating to sales
- advertising codes of practice.

Assessment Conditions

Assessors must satisfy NVR/AQTF assessor requirements.

Competency is to be assessed in the workplace or a simulated environment that accurately reflects performance in a real workplace setting.

Assessment must include direct observation of tasks.

Where assessment of competency includes third-party evidence, individuals must provide evidence that links them to having promoted products and services in an automotive workplace, e.g. sales invoices.

Assessors must verify performance evidence through questioning on skills and knowledge to ensure correct interpretation and application.

The following resources must be made available:

- automotive sales and service workplace or simulated location
- workplace procedures relating to promotional sales activities
- sales material, including product and service information
- commercially realistic range of customers requiring different automotive products and services
- commercially realistic range of automotive retail products and services and associated promotional activities.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=b4278d82-d487-4070-a8c4-78045ec695b1>

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