



Australian Government

AURSCA105 Sell automotive products and services

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with AUR Automotive Retail, Service and Repair Training Package Version 6.0

Application

This unit describes the skills and knowledge required to sell products and services in an automotive retail environment. It involves identifying potential sales opportunities, and presenting, demonstrating and selling a range of automotive products and services.

The unit applies to those working in the automotive sales and service industry.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of publication.

Unit Sector

Sales and Parts, Administration and Management Sales and Marketing

Elements and Performance Criteria

ELEMENTS	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Engage customer and identify potential sale	1.1 Maintain welcoming customer environment and approach customer in a timely and professional manner according to workplace procedures 1.2 Use interpersonal skills to engage the customer according to workplace procedures 1.3 Identify customer needs and expectations for specific products and services through questioning and active listening
2. Present and demonstrate product or service to customer	2.1 Select product or service options that best meet customer needs 2.2 Explain and demonstrate product or service features, functions and accessories, eliciting customer interaction 2.3 Give customers the opportunity to test or trial the product or service in line with workplace procedures

ELEMENTS	PERFORMANCE CRITERIA
	2.4 Assist customers to identify their preferred option
3. Obtain customer agreement to purchase product or service	3.1 Discuss or negotiate price for product or service and agree with customer 3.2 Make sale using closing technique according to workplace procedures 3.3 Process and document sale according to workplace procedures
4. Complete transaction and customer follow-up procedures	4.1 Supply or deliver product or service transaction to customer according to supplier specifications and workplace delivery procedures 4.2 Determine customer satisfaction and take remedial action as required to maximise repeat business or referral opportunities 4.3 Identify opportunities for value adding or repeat sales and take follow-up action in line with workplace procedures 4.4 Complete customer records and develop plans for follow-up of potential new sales of products and services

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

SKILL	DESCRIPTION
Learning	<ul style="list-style-type: none"> Locates required sources of information efficiently.
Numeracy	<ul style="list-style-type: none"> Uses basic mathematical operations, including addition, subtraction, multiplication and division, to calculate quantities and prices Estimates and calculates timeframes for organising delivery and follow-up services.
Reading	<ul style="list-style-type: none"> Interprets textual and numerical information in product or service documentation to provide customer advice Interprets key information in sales documentation and work instructions to determine required action.
Writing	<ul style="list-style-type: none"> Enters information into sales orders, workplace forms and databases legibly.
Problem solving	<ul style="list-style-type: none"> Resolves routine problems relating to product availability and service delivery.
Technology	<ul style="list-style-type: none"> Operates specialised point-of-sale equipment Uses digital systems and tools.

Unit Mapping Information

Supersedes and is equivalent to AURSCA005 Sell automotive products and services.

Links

Companion Volume Implementation Guide is found on VETNet -

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