



Australian Government

Assessment Requirements for AURSCA106 Promote 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

Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

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

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- methods to locate and interpret information required to promote automotive products and services, including:
 - information provided by customer and supervisors
 - manufacturer specifications and procedures or equivalent documentation
 - complementary products and services
 - internet resources
- workplace procedures required to promote automotive products and services, including:
 - documentation procedures
- 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
 - digital communication through catalogues, emails and product information distribution
- customer types, including:

- customer buying signals and buyer behaviour
- individual and cultural differences
- comparable products and services of major competitors including:
 - brand options
 - features of compared product or service
 - price of compared product or service
- 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

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.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

Companion Volume Implementation Guide is found on VETNet -

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