



Australian Government

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

Application

This unit describes the skills and knowledge required to promote automotive products and services. It involves applying a high level of product or service knowledge, promoting products and services to current and potential customers, establishing on-selling opportunities in a sales situation, and recommending complementary products and services to customers.

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. Develop knowledge of automotive products and services	1.1 Research and clarify the use, purpose and application of products and services according to workplace procedures 1.2 Research and interpret comparisons between available products and services 1.3 Research and interpret workplace promotional and marketing activities relevant to products and services
2. Identify and match customer needs to products and services	2.1 Determine customer buying motives and requirements through questioning, active listening and non-verbal communication cues 2.2 Guide customer to product or service that matches their identified buying motives and requirements 2.3 Explain and highlight features and benefits of product or

ELEMENTS	PERFORMANCE CRITERIA
	<p>service and relevance to customer requirements</p> <p>2.4 Conduct and align demonstrations to customer buying motives and requirements according to workplace marketing and sales practices</p> <p>2.5 Use selling techniques according to workplace procedures and legal requirements</p>
3. Maximise sales opportunities	<p>3.1 Identify and apply opportunities for making additional sales</p> <p>3.2 Assess on-sell opportunities through knowledge of customer needs and available complementary automotive products and services</p> <p>3.3 Determine customer need and interest in additional or complementary products and services</p> <p>3.4 Discuss and promote benefits of additional or complementary products and services to customer</p>

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 mathematical operations, including addition, subtraction, multiplication, division and percentages, to estimate and calculate costs for customers.
Oral communication	<ul style="list-style-type: none"> Describes and explains features and benefits of products and services using clear, jargon-free language, and tone and pace required for customer.
Reading	<ul style="list-style-type: none"> Interprets product and service specifications and promotional materials to advise customers Interprets and analyses customer information for on-selling opportunities.
Writing	<ul style="list-style-type: none"> Prepares quotes and completes workplace forms and documentation relating to sales or promotional activities legibly.
Technology	<ul style="list-style-type: none"> Demonstrates automotive products and services Uses digital systems and tools.

Unit Mapping Information

Supersedes and is equivalent to AURSCA006 Promote 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>