



**Australian Government**

# **AURSCA2003 Apply sales procedures**

**Release 1**

## AURSCA2003 Apply sales procedures

### Modification History

Release	Comment
Release 1	Replaces AURS241303A Apply sales procedures Unit code updated to meet policy requirements Reference to OHS legislation replaced with new WHS legislation Licensing statement added to unit descriptor

### Unit Descriptor

<b>Unit descriptor</b>	<p>This unit of competency covers the competence required to use sales techniques and encompasses key selling skills from approaching customer to closing sale. It requires a basic level of product knowledge.</p> <p>Licensing, legislative, regulatory or certification requirements may apply to this unit in some jurisdictions. Users are advised to check with the relevant regulatory authority.</p>
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### Application of the Unit

<b>Application of the unit</b>	<p>This unit of competency applies to the following and should be contextualised to the qualification it is being applied:</p> <ul style="list-style-type: none"> <li>• retail, service and repair administration/sales selling products/services.</li> </ul>
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### Licensing/Regulatory Information

Not applicable.

## Pre-Requisites

### Employability Skills Information

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

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
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## Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Demonstrate product knowledge	1.1. Knowledge of use and application of products and services is demonstrated 1.2. Experienced sales staff or product information guide are consulted to increase product knowledge
2. Approach customer	2.1. Timing of customer approach is determined and applied 2.2. Effective sales approach is identified and applied 2.3. Positive impression is conveyed to arouse customer interest 2.4. Knowledge of customer buying behaviour is demonstrated 2.5. Customer is focused on specific merchandise
3. Customer response	3.1. Questioning techniques are applied to determine customer buying motives 3.2. Listening skills are used to determine customer requirements 3.3. Non-verbal communication cues are interpreted and clarified 3.4. Customers are identified by name where possible
4. Apply product knowledge	4.1. Customer needs are matched to products and services 4.2. Knowledge of product features and benefits are communicated clearly to customers 4.3. Product use and safety requirements are described to customers 4.4. Customers are referred to product specialist 4.5. Routine customer questions about merchandise, e.g. price, price reductions, quality and usage, are answered accurately and honestly or referred to more experienced sales staff
5. Gather information	5.1. Customer objections are identified and accepted 5.2. Objections are categorised into price, time and merchandise characteristics 5.3. Solutions are offered according to store policy 5.4. Problem solving is applied to overcome customer objections
6. Close sale	6.1. Customer buying signals are monitored, identified and responded to

ELEMENT	PERFORMANCE CRITERIA
	6.2.Customer is encouraged to make purchase decision 6.3.Method of closing sale is selected and applied 6.4.Legislative and legal sales requirements/procedures are followed
7. Maximise sales opportunities	7.1.Opportunities for making additional sales are recognised and applied 7.2.Customer is advised of complementary products or services according to identified needs 7.3.Personal sales outcomes are reviewed to maximise future sales

## Required Skills and Knowledge

### REQUIRED SKILLS AND KNOWLEDGE

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

#### Required skills

- collect, organise and understand information related to questioning customers to gain information on need
- communicate ideas and information to the operation of product and safety requirements
- plan and organise activities for the development of a sales approach
- work with others and in a team by consulting with experienced staff to develop product knowledge and sales techniques
- use mathematical ideas and techniques for accurate processing and recording of sale and payment method
- establish diagnostic processes which develop solutions to customer objections
- use workplace technology related to the use of business technology in processing sale

#### Required knowledge

- technical information
- equipment safety requirements
- personal safety requirements
- specific selling skills/sales techniques
- sales/consumer legislation/legal requirements
- vehicle/component details
- automotive industry product knowledge



## Evidence Guide

<b>EVIDENCE GUIDE</b>	
<p>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.</p>	
<b>Overview of assessment</b>	
<p><b>Critical aspects for assessment and evidence required to demonstrate competency in this unit</b></p>	<p>It is essential that competence in this unit signifies ability to transfer competence to changing circumstances and to respond to unusual circumstances in the critical aspects of:</p> <ul style="list-style-type: none"> <li>• selling enterprise product and services to customers</li> <li>• interpreting and communicating information</li> <li>• the ability to communicate with customers</li> <li>• sales skills</li> <li>• communicating effectively with others involved in or affected by the work</li> </ul>
<p><b>Context of, and specific resources for assessment</b></p>	<ul style="list-style-type: none"> <li>• Underpinning knowledge and skills may be assessed on or off the job</li> <li>• The following are required: <ul style="list-style-type: none"> <li>• a workplace or simulated workplace</li> <li>• persons including customers and sales staff</li> <li>• access to products</li> <li>• documentation, store policy and procedures manuals, WHS, legislative and statutory requirements and industry codes of practice</li> <li>• a qualified workplace assessor.</li> </ul> </li> </ul>
<p><b>Method of assessment</b></p>	<ul style="list-style-type: none"> <li>• Assessment of practical skills must take place only after a period of supervised practice and repetitive experience. If workplace conditions are not available assessment, in simulated workplace conditions is acceptable</li> <li>• Prescribed outcome must be able to be achieved without direct supervision</li> <li>• Practical assessments: <ul style="list-style-type: none"> <li>• access, interpret and apply technical information</li> <li>• apply sales techniques and product knowledge</li> <li>• convey information both orally and in writing</li> <li>• access, interpret and apply sales information</li> <li>• sell products</li> </ul> </li> <li>• Competence in this unit may be assessed in conjunction with other functional units which together form part of the holistic work role.</li> </ul>

**EVIDENCE GUIDE**

<b>Guidance information for assessment</b>	
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**Range Statement****RANGE STATEMENT**

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

**Methods**

Methods include:

- face-to-face selling, telephone/electronic selling and product enquiries
- verbal, written and practical demonstrations

Other variables may include:

- regular and new customers
- sales may be face-to-face or telephone/electronic

**Workplace health and safety (WHS) requirements**

WHS requirements may include:

- state/territory/industry WHS requirements

**Resources**

Resources may include:

- product and services
- customers
- product and services
- customers
- videos, selling manuals, brochures, pamphlets, audio tapes
- company/industry guidelines

**Information/documents**

Sources of information/documents may include:

- manufacturer/component supplier specifications
- enterprise operating procedures



**RANGE STATEMENT**

	<ul style="list-style-type: none"><li>• product manufacturer/component supplier specifications</li><li>• customer requirements</li><li>• industry/workplace codes of practice</li></ul>
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**Unit Sector(s)**

<b>Unit sector</b>	Sales and Parts, Administration and Management
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**Co-requisite units**

Not applicable.

**Competency field**

<b>Competency field</b>	Sales and Marketing
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