



Australian Government

Department of Education, Employment and Workplace Relations

BSBPRO401A Develop product knowledge

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor	<p>This unit describes the performance outcomes, skills and knowledge required to develop product knowledge in preparation for the sales process.</p> <p>No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.</p>
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Application of the Unit

Application of the unit	<p>This unit applies to individuals in a sales related position in a small, medium or large enterprise across a wide variety of industries and contexts who develop their product knowledge prior to undertaking selling activities. They may provide advice and support about aspects of sales solutions to support a sales team.</p>
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	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. Acquire knowledge of products in a specified area	<ul style="list-style-type: none">1.1. Identify <i>information sources</i> about <i>products</i> in a specified area and evaluate them for reliability and validity1.2. Identify product purpose/s and use/s1.3. Identify key <i>features</i> of the product/s1.4. Identify product strengths and weaknesses1.5. Articulate guarantees and warranties and identify service support details
2. Convert product knowledge into benefits	<ul style="list-style-type: none">2.1. Identify features of the product which have potential buyer appeal2.2. Present features of the product which have buyer appeal as benefits to the buyer2.3. Present product benefits within the context of <i>organisational requirements</i> and legislation
3. Evaluate competitors' products	<ul style="list-style-type: none">3.1. Use a range of information sources to identify competitors' products3.2. Compare features, benefits, strengths and weaknesses of competitors' products with own products3.3. Establish relative standing of the organisation's product with the competitors' product/s and communicate differences to the buyer

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- information management skills to summarise information verbally and non-verbally
- literacy and numeracy skills to interpret sales data and to summarise information obtained from a variety of verbal and non-verbal sources.

Required knowledge

- features, benefits, strengths and weaknesses of own organisation's and competitors' products
- industry competitors, trends and developments
- organisational structure/s, roles and responsibilities, policies, procedures, product labelling and descriptions
- potential buyer markets
- processes used when buying and selling products and services
- identification and overview knowledge of key provisions of relevant legislation from all levels of government that affects business operations, codes of practice and national standards, such as:
 - anti-discrimination
 - consumer protection
 - contract law legislation
- ethical principles
 - privacy laws
 - Trade Practices Act.

Evidence Guide

EVIDENCE GUIDE

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.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- comparison of the key features and benefits of product/s with competitor offerings
- demonstration of product knowledge offered by an organisation
- presentation of key features and benefits of own product/s.

Context of and specific resources for assessment

Assessment must ensure:

- access to an actual workplace or simulated environment
- access to information sources about an organisation's and competitors' products, services or ideas
- access to office equipment and resources.

Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- direct questioning combined with portfolios of evidence and third party workplace reports of on-the-job performance by the candidate
- observation of presentation of key features and benefits to customers or simulated customers
- oral or written questioning to assess knowledge of features, benefits, strengths and weaknesses of organisation's and competitors' products
- review of evaluation of identification of information sources about products in a specified area
- evaluation of strengths and weaknesses established for competitors' products.

Guidance information for assessment

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

- BSBSLS402A Identify sales prospects
- BSBSLS403A Present a sales solution

EVIDENCE GUIDE

- BSBSLS405A Support post-sale activities

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.

<i>Information sources</i> may include:	<ul style="list-style-type: none"> • associations • catalogues • claims of competitive sales people • competitor websites • competitor sales literature • external sales data sources such as warehouse withdrawals • internal sales data records • other company personnel • sales conventions • trade association magazines • trade shows
<i>Products</i> may include:	<ul style="list-style-type: none"> • goods • ideas • services
<i>Features</i> may include:	<ul style="list-style-type: none"> • brand • colour • country of origin • covenant • manufacturer • product care details • safety aspect • shelf life • size • style • warnings
<i>Organisational requirements</i> may include:	<ul style="list-style-type: none"> • level of client service required • policies and procedures which are formally documented and are available for reference within the workplace

Unit Sector(s)

Unit sector	
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Competency field

Competency field	Business Development - Sales
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Co-requisite units

Co-requisite units		