



Australian Government

CPCCBBC4033 Maintain the sales environment

Release: 1

CPCBC4033 Maintain the sales environment

Modification History

- Release 1 This version first released with CPC Construction, Plumbing and Services Training Package Release 5.0.
- Supersedes and equivalent to CPCBC4033A Maintain the sales environment.
Updated to meet the Standards for Training Packages 2012.

Application

This unit of competency specifies the skills and knowledge required to maintain the sales environment, providing a clean and attractive location in which to promote and sell the organisation's products and services. It includes establishing and maintaining an environment that features up-to-date displays where potential customers can gather accurate information and discuss their ideas and options.

The unit of competency is suitable for sales consultants and other professionals within the building and construction industry responsible for the marketing and sale of new residential and commercial constructions.

This unit of competency is suitable for people operating with autonomy. A person working at this level would be expected to take responsibility for maintaining the sales environment.

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

Pre-requisite Unit

Nil.

Unit Sector

Building and Construction

Elements and Performance Criteria

Elements describe the essential outcomes.

Performance criteria describe what needs to be done to demonstrate achievement of the element.

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| 1 Plan and organise the sales area. | 1.1 Obtain, read and interpret the organisation's products and services range. |
| | 1.2 Plan the design of the display or presentation area to accommodate staff and client requirements. |

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| | 1.3 | Provide facilities to a professional standard that cater for the comfort and needs of diverse customers. |
| | 1.4 | Arrange display or presentation area ensuring safe and adequate access, noise reduction, privacy and adequate lighting. |
| 2 Arrange product information. | 2.1 | Design and present window and external displays in a manner to attract prospective customer attention. |
| | 2.2 | Set up internal displays at an appropriate level, within reach, ensuring that traffic through the area is not impeded. |
| | 2.3 | Provide product information that is accurate, understandable and attractively presented. |
| | 2.4 | Identify and highlight product visual features, design, specifications and cost advantages. |
| | 2.5 | Make enterprise promotional campaign materials available to all sales consultants. |
| 3 Implement housekeeping requirements. | 3.1 | Use displays, sales areas and offices in accordance with organisational policies. |
| | 3.2 | Address housekeeping requirements, such as cleaning, lighting and room aesthetics, to maintain a pleasant and fresh environment. |
| | 3.3 | Develop a housekeeping schedule and notify organisation regarding maintenance requirements and costs. |

Foundation Skills

Foundation skills essential to performance are explicit in the performance criteria of this unit of competency.

Unit Mapping Information

Supersedes and equivalent to CPCBC4033A Maintain the sales environment.

Links

Companion volumes to this training package are available at the VETNet website -
<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=7e15fa6a-68b8-4097-b099-030a5569b1ad>