



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **CPPCMN4011A Communicate and market sustainable solutions**

**Release: 1**

## **CPPCMN4011A Communicate and market sustainable solutions**

### **Modification History**

Not Applicable

### **Unit Descriptor**

#### **Unit descriptor**

This unit of competency specifies the outcomes required to communicate and market the sustainable services and products offered by the business to clients. It also addresses the provision of support that leads to the use of sustainable strategies, products and services by companies or individuals.

This requires understanding the sustainability processes, products and policies offered by the business and applying them to the market. It also includes being able to communicate basic principles of sustainability to customers.

The unit also covers the support of the enterprise's brand and 'green' credentials.

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

### **Application of the Unit**

#### **Application of the unit**

This unit of competency supports individuals responsible for communicating and marketing with customers regarding the use of sustainable products and services.

### **Licensing/Regulatory Information**

Refer to Unit Descriptor

## Pre-Requisites

**Prerequisite units** Nil

## Employability Skills Information

**Employability skills** This unit contains employability skills.

## 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.

## Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<b>1. Develop understanding of sustainable solutions.</b>	<p>1.1 Purpose, benefits and practices of <i>sustainable living</i> are identified and considered.</p> <p>1.2 Current products and services are reviewed and analysed to identify their benefits and ability to provide customers with sustainable solutions.</p> <p>1.3 Customer expectations, needs and wants for sustainable solutions are explored and matched to the characteristics of the business's products and services.</p> <p>1.4 Costs associated with implementing sustainable solutions, including 'pay back' time, are identified and used to inform customer communications.</p>
<b>2. Plan customer communications.</b>	<p>2.1 Marketing strategies, including positioning the company as a 'green' business, are reviewed and interpreted to inform customer communications.</p> <p>2.2 Existing business communication approaches, targeted to the customer audience and other suppliers of products and services, are analysed for effectiveness and efficiency in communicating messages of sustainability.</p> <p>2.3 Consultations and research are undertaken to identify <i>key communication messages</i> to engage customers and consistently convey the purpose and benefits of sustainability and the attributes of sustainable products and services.</p> <p>2.4 Range of potential <i>communication channels</i> is identified and assessed.</p> <p>2.5 Strategies to match the use of communication channels with the needs and wants of the target audience are analysed and prioritised.</p>
<b>3. Communicate with customers.</b>	<p>3.1 <i>Communication</i> with <i>customers</i> is conducted in a professional manner according to standard organisational policies and procedures.</p> <p>3.2 Verbal and non-verbal communication is used to develop rapport with customers during communications and service delivery.</p> <p>3.3 Customer needs and reasonable requests for information are met in a timely manner and according to standard organisational policies and procedures.</p> <p>3.4 Language is used clearly and precisely to</p>

**ELEMENT****PERFORMANCE CRITERIA**

communicate complex information related to the attributes and benefits of sustainable solutions.

3.5 Possible problems are identified and action is taken to minimise the effect on customer satisfaction or understanding.

3.6 Opportunities to deliver additional levels of service beyond customer's immediate request are identified and acted upon.

**4. Model sustainable approaches within the business.**

4.1 Current organisational policies and practices are assessed to identify their contribution to a sustainable workplace.

4.2 Marketing materials that reflect business commitment to sustainability are used according to standard operating policies and procedures.

4.3 Contribution is made to the monitoring and enhancement of sustainable practices within the business.

4.4 Contribution is made to the review and development of the marketing and communications strategies of the business.

**Required Skills and Knowledge****REQUIRED SKILLS AND KNOWLEDGE**

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

**Required skills**

- analytical skills to:
  - review sustainability characteristics of products and services
  - evaluate cost of service provision
  - evaluate customer needs and wants
  - evaluate communication strategies
- marketing skills to:
  - identify markets
  - evaluate and select communication channels
  - select effective communication messages
- communication skills to:

## **REQUIRED SKILLS AND KNOWLEDGE**

- build rapport and understanding
- clarify and provide feedback
- listen to customers' needs
- respond to complaints effectively and politely
- decision-making skills to:
  - determine communication vehicles
  - select communication channels and messages
- problem-solving skills to respond to customer needs and resolve product or service concerns
- research skills to identify:
  - 'green' characteristics of products and services
  - customer needs and wants

### **Required knowledge**

- method to calculate 'pay back' period to recoup cost of installation of sustainable solutions
- environmental and resource hazards
- incentives provided for the installation of sustainable solutions
- industry quality requirements
- marketing ethics
- organisational policies and procedures for marketing, including brand management and the positioning of the organisation within the market
- organisational policies and procedures related to sustainable practices
- overview of concepts and models of communication and models of services marketing, including 4Ps and 6Ps
- principles and practices leading to low carbon intensity living
- strategies, tools and products to support sustainable practices

# 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** This unit of competency could be assessed by observing at least two instances of the implementation and monitoring of integrated economic, social and environmental sustainability policies and procedures in an organisation.

**Critical aspects for assessment and evidence required to demonstrate competency in this unit** A person who demonstrates competency in this unit must be able to provide evidence of the required skills and knowledge specified in this unit.

In particular the person should demonstrate the ability to:

- research and identify products and services that support improved sustainability
- communicate with customer effectively and develop customer understanding of the purpose and benefits of sustainable living
- implement communication and marketing plans effectively.

**Context of and specific resources for assessment** Assessment of essential underpinning knowledge may be conducted in an off-site context. It is to comply with relevant regulatory or Australian standards' requirements.

Resource implications for assessment include access to:

- relevant legislation, standards and guidelines
- workplace documentation and personnel
- reports from other parties involved in the process of identifying and implementing improvements.

**Method of assessment** Assessment methods must:

- satisfy the endorsed Assessment Guidelines of the Property Services Training Package
- include direct observation of tasks in real or simulated work conditions, with questioning to confirm the ability to consistently identify and correctly interpret the essential underpinning knowledge required for practical application
- reinforce the integration of employability skills with workplace tasks and job roles
- confirm that competency is verified and able to be transferred to other circumstances and environments.

This unit could be assessed on its own or in combination with other units relevant to the job function.

### Guidance information for assessment

Reasonable adjustments for people with disabilities must be made to assessment processes where required. This could include access to modified equipment and other physical resources, and the provision of appropriate assessment support.

Assessment processes and techniques should as far as is practical take into account the language, literacy and numeracy capacity of the candidate in relation to the competency being assessed.

## 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.

- Sustainable living*** and sustainability can be broadly defined as having three separate but inter-related components with characteristics including:
- economic sustainability, demonstrated by:
    - cost-effective use of resources
    - ensuring costs of 'green' solutions are properly accounted for and recovered
    - growing market share by appealing to socially aware customers
    - purchasing locally to reduce transport costs
    - seeking to participate in government schemes that reward or fund sustainable operations
  - social sustainability, demonstrated by:
    - building community involvement
    - communicating benefits of sustainable products and services to customers
    - purchasing locally and using local and community-based products and services
    - using 'fair trade' products
  - environmental sustainability, demonstrated by:
    - efficient use of resources



- eliminating hazardous and toxic materials
- identifying strategies to offset or mitigate environmental impacts, such as purchasing carbon credits
- making more efficient use of energy
- maximising opportunities to re-use and recycle materials
- preventing and minimising risks and maximising opportunities, such as use of solar or other alternative forms of energy where appropriate
- purchasing renewable energy
- reducing emissions of greenhouse gases
- reducing use of non-renewable resources
- waste reduction.

***Key communication messages:***

- provide clarity and consistency in the communications irrespective of the person delivering the message or the communication channel employed
- should:
  - be concise
  - be memorable
  - be persuasive
  - be simple and jargon free
  - use language that will appeal to the target audience.

***Communication channels*** may include:

- contact protocols and promotional material to support face-to-face meetings with customers
- corporate or program identity material, including logos and letterheads
- incoming communications approaches, including reception procedures and protocols, and voice mail content
- meeting and conference materials
- online services, including websites
- periodic print publications, including newsletters
- presentations and speeches
- report formats
- signage
- special purpose communications collateral.

***Communication techniques*** may include:

- face-to-face or telephone contact with customers
- non-verbal communication
- presenting technical information accurately but in a form that can be understood by the customer
- speaking clearly and concisely

- Customers* may include:
- using active listening techniques to clarify understanding
  - using appropriate and clear language.
  - those with routine or special requests
  - internal and external
  - new or repeat
  - people from a range of social, cultural and ethnic backgrounds and with varying physical and mental abilities.

## **Unit Sector(s)**

**Unit sector** Common

## **Competency field**

**Competency field**