



**Australian Government**

# **FBPCDS2003 Sell cellar door products and services**

**Release: 1**

## FBPCDS2003 Sell cellar door products and services

### Modification History

Release	Comments
Release 1	This version released with FBP Food, Beverage and Pharmaceutical Training Package Version 2.0.

### Application

This unit of competency describes the skills and knowledge required to sell wine and other products and services. It involves developing product knowledge, engaging with customers and using sales techniques to maximise sale opportunities.

The unit applies to individuals who work under general supervision to provide specialised industry knowledge to sell products and services to cellar door visitors.

All work must be carried out to comply with workplace procedures, according to state/territory health and safety, and food safety regulations, legislation and standards that apply to the workplace.

When applied in the workplace, compliance with state and territory legislative requirements relating to the Responsible Service of Alcohol will be required.

### Pre-requisite Unit

Nil

### Unit Sector

Cellar Door (CDS)

### 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 product and service knowledge	1.1 Develop and retain knowledge of the use, purpose and application of cellar door products and services by accessing relevant sources of information  1.2 Research and apply comparisons between available products and services, including brand options, features and price

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
	<p>1.3 Develop knowledge of competitors' product and service ranges and pricing structure</p> <p>1.4 Consult experienced sales staff or research product information to increase workplace product and service knowledge</p> <p>1.5 Identify workplace safety and consumer regulatory requirements relevant to the sale of cellar door products and services</p>
2. Approach customer	<p>2.1 Determine timing of customer approach according to cellar door sales procedure and customer behaviour</p> <p>2.2 Identify and apply effective sales approach using knowledge of customer buying behaviour</p> <p>2.3 Convey a positive impression to encourage customer interest</p>
3. Gather customer information	<p>3.1 Apply questioning techniques to determine customer motives for purchase</p> <p>3.2 Use listening skills to determine customer requirements</p> <p>3.3 Interpret and respond to non-verbal communication cues</p> <p>3.4 Guide customers to product ranges that match customer buying motives and requirements</p> <p>3.5 Address customers according to workplace protocol and by name if known</p>
4. Sell benefits to customer	<p>4.1 Match customer needs to appropriate products and services</p> <p>4.2 Communicate knowledge of product or service features and benefits clearly to customers</p> <p>4.3 Describe specific requirements relating to products or services to customers</p> <p>4.4 Answer routine customer questions about products accurately and honestly</p> <p>4.5 Refer customers to more experienced, senior sales staff or to appropriate product specialists according to workplace procedures</p>
5. Overcome customer objections	<p>5.1 Identify and acknowledge customer objections to purchasing</p> <p>5.2 Categorise objections into price, time and product or service characteristics</p> <p>5.3 Offer solutions or alternatives to customer objections</p> <p>5.4 Apply problem solving to overcome customer objections and</p>

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
	consult with senior staff as required
6. Close sale	6.1 Identify and monitor customer buying signals and respond appropriately 6.2 Encourage customers to make purchase decisions in compliance with regulatory requirements 6.3 Select and apply method to close sale according to cellar door sales procedures
7. Maximise sales opportunities	7.1 Recognise and apply opportunities to 'up sell' or make additional sales 7.2 Advise customers of complementary products or services according to identified customer needs 7.3 Review personal sales outcomes and implement strategies to maximise future sales

## Foundation Skills

*This section describes those language, literacy, numeracy and employment skills that are essential for performance in this unit of competency but are not explicit in the performance criteria.*

Skill	Description
Reading	<ul style="list-style-type: none"> <li>Interpret product information from a variety of sources including labelling and advertising information</li> </ul>
Writing	<ul style="list-style-type: none"> <li>Record workplace information using industry-based vocabulary and required format</li> </ul>
Oral Communication	<ul style="list-style-type: none"> <li>Convey information using language appropriate to customer</li> <li>Use questioning skills to gather information from customer</li> </ul>
Numeracy	<ul style="list-style-type: none"> <li>Calculate numerical information relating to measurements, quantities, volume and costs</li> </ul>
Navigate the world of work	<ul style="list-style-type: none"> <li>Understand and apply legislative responsibilities relevant to own role</li> <li>Evaluate own work performance to identify opportunities to improve sales techniques</li> </ul>
Interact with others	<ul style="list-style-type: none"> <li>Use accepted practices and protocols for communicating with people external to the organisation</li> </ul>

## Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
FBPCDS2003 Sell cellar door products and services	FDFCD2005A Sell cellar door products and services	Updated to meet Standards for Training Packages  Minor changes to Elements and Performance Criteria for clarity  Prerequisites removed	Equivalent unit

## Links

Companion Volume Implementation Guides are found in VETNet: -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=78b15323-cd38-483e-aad7-1159b570a5c4>