

**CARAVAN INDUSTRY NATIONAL COMPETENCY
STANDARDS**

**GENERAL
MERCHANDISE SALES**

Unit WRRS.1A

Sell Merchandise

Unit Descriptor This unit is a customised version of the unit WRRS.1A “Sell Products & Services”, it deals with the skills and knowledge required to sell merchandise products. This unit is from the National Retail Industry Training Package.

Element	Performance Criteria
<p>1 Apply product knowledge</p>	<ul style="list-style-type: none"> • Knowledge of the use and application of relevant products and services is demonstrated. • Experienced sales staff or product information guide are consulted to increase product knowledge.
<p>2 Approach customer</p>	<ul style="list-style-type: none"> • Timing of the customer approach is determined and applied. • An effective sales approach is identified and applied. • A positive impression is conveyed to arouse customer interest. • Knowledge of customer buying behaviour is demonstrated. • The customer is focused on specific merchandise.
<p>3 Gather information</p>	<ul style="list-style-type: none"> • Questioning techniques are applied to determine customer buying motives. • Listening skills are used to determine customer requirements. • Non-verbal communication cues are interpreted and clarified. • Customers are identified by name where possible.
<p>4 Sell benefits</p>	<ul style="list-style-type: none"> • Customer needs are matched to appropriate products and services. • Knowledge of product features and benefits are communicated clearly to customers. • Product use and safety requirements are described to customers. • Customers are referred to an appropriate product specialist as required. • Routine customer questions about merchandise, eg. price, price reductions, quality, usage, are answered accurately and honestly or referred to more experienced senior sales staff.

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| 5 | Overcome objections | <ul style="list-style-type: none">• Customer objections are identified and accepted.• Objections are categorised into price, time and merchandise characteristics.• Solutions are offered according to store policy.• Problem solving is applied to overcome customer objections. |
| 6 | Close sale | <ul style="list-style-type: none">• Customer buying signals are monitored, identified and responded to appropriately.• The customer is encouraged to make purchase decisions.• Appropriate method of closing sale is selected and applied. |
| 7 | Maximise sales opportunities | <ul style="list-style-type: none">• Opportunities for making additional sales are recognised and applied.• The customer is advised of complementary products or services according to customer's identified need.• Personal sales outcomes are reviewed to maximise future sales. |

Range of Variables

- This unit applies to all tourism industry sectors where merchandise sales form part of the overall business operation.
- The following variables may be present:
 - store policy and procedures in regard to selling products and services
 - size, type and location of store
 - store merchandise range
 - store service range
 - store sales approach
 - product knowledge may include warranties, corresponding benefits of various products, use-by dates, storage requirements and stock availability
 - customers with routine or special requests
 - regular and new customers
 - selling may be face-to-face or by telephone
 - customers may include people from a range of social, cultural or ethnic backgrounds and physical and mental abilities
 - levels of staffing, eg. staff shortages
 - varying levels of staff training
 - routine or busy trading conditions
 - full-time, part-time or casual staff
 - customer lists
 - handling techniques may vary according to stock characteristics and industry codes of practice.

Evidence Guide

Underpinning Skills and Knowledge:

- To demonstrate competence, evidence of skills and knowledge in the following areas is required:
 - store policies and procedures in regard to selling products and services
 - relevant legislation and statutory requirements including consumer law
 - industry codes of practice
 - store merchandise and service range
 - listening and questioning techniques
 - verbal and non-verbal communication skills
 - negotiation techniques
 - customer buying motives
 - customer categories/types
 - types of customer needs, eg. functional, psychological
 - problem solving techniques
 - performance analysis techniques
 - basic level of product knowledge
 - selling skills to include:
 - opening techniques
 - buying signals
 - strategies to focus customer on specific merchandise
 - add-ons and complementary sales
 - overcoming customer objections
 - closing techniques.
- The following may be required:
 - literacy skills in regard to product knowledge
 - numeracy skills in regard to handling of tender, weighing and measuring goods.

Context of Assessment:

- This unit may be assessed on or off the job. Assessment should include practical demonstration either in the workplace or through simulation. This should be supported by a range of methods to assess underpinning knowledge.

Critical Aspects of Assessment:

- Look for:
 - ability to apply selling techniques in a retailing environment
 - general product knowledge.

Linkages to Other Units:

- There is a strong link between this unit and the following units:
 - WRRS.2A Advise on Products and Services
 - WRRCS.2A Apply Point of Sale Handling Procedures.
- Combined delivery/assessment may be appropriate.

Key Competencies in this Unit	Level
Collecting, Organising and Analysing Information	1
Communicating Ideas and Information	1
Planning and Organising Activities	1
Working with Others and in Teams	1
Using Mathematical Ideas and Techniques	-
Solving Problems	1
Using Technology	-

Unit WRRS.2A

Advise on Products and Services

Unit Descriptor This unit deals with the skills and knowledge required to offer advice to customers on merchandise products. This unit is from the National Retail Industry Training Package.and builds on WRRS.1A Sell Merchandise..

Element	Performance Criteria
1 Develop product knowledge	<ul style="list-style-type: none">• Product knowledge is developed, maintained and conveyed to other staff members as required.• Comparisons between products and services are researched and applied including:<ul style="list-style-type: none">• brand options• product features• warranties• price.• Knowledge of competitors' product and service range and pricing structure is demonstrated.
2 Recommend specialised products	<ul style="list-style-type: none">• Merchandise is evaluated according to customer requirements.• Features and benefits of products and services are demonstrated to customers to create a buying environment.• Detailed specialised knowledge of products is applied to provide accurate advice to customers.

Range of Variables

- This unit applies to all tourism industry sectors where merchandise sales form part of the overall business operation.
- The following variables may be present:
 - store policy and procedures in regard to selling products and services
 - size, type and location of store
 - store merchandise range
 - store service range
 - product knowledge and training available
 - specialist products and services
 - customers with routine or special requests
 - customers with special needs
 - regular and new customers
 - customers from a range of social, cultural or ethnic backgrounds and physical and mental abilities
 - levels of staff training.

Evidence Guide

Underpinning Skills and Knowledge:

- To demonstrate competence, evidence of skills and knowledge in the following areas is required:
 - store policies and procedures in regard to customer service, and selling products and services
 - relevant legislation and statutory requirements including consumer law
 - industry codes of practice
 - verbal and non-verbal communication skills
 - store merchandise and service range
 - problem solving techniques
 - research skills
 - specialist product knowledge including:
 - specialised products
 - warranties
 - corresponding benefits of various products
 - shelf life; use-by date
 - storage requirements
 - ingredients or materials contained in product
 - features and use of products
 - corresponding or complementary products and services
 - stock availability
 - ordering procedures.
 - literacy skills in regard to product knowledge
 - numeracy skills in regard to handling of tender, weighing and measuring goods.

Context of Assessment:

- This unit may be assessed on or off the job. Assessment should include practical demonstration either in the workplace or through simulation. This should be supported by a range of methods to assess underpinning knowledge.

Critical Aspects of Assessment:

- Look for:
 - ability to provide in-depth advice on merchandise products as appropriate to the enterprise.

Linkages to Other Units:

- This unit should be assessed with or after the following units:
 - WRRS.1A Sell Merchandise.

Key Competencies in this Unit	Level
Collecting, Organising and Analysing Information	2
Communicating Ideas and Information	2
Planning and Organising Activities	1
Working with Others and in Teams	1
Using Mathematical Ideas and Techniques	-
Solving Problems	2
Using Technology	-

Unit WRRCS.2A

Apply Point of Sale Handling Procedures

Unit Descriptor This unit deals with the skills and knowledge required to operate at the point of sales area. It encompasses procedures for use of point of sale equipment and for completing a sales transaction. This unit is from the National Retail Industry Training Package.

Element	Performance Criteria
1 Operate point of sale equipment	<ul style="list-style-type: none">• Point of sale equipment is operated according to design specifications.• Point of sale terminal is opened and closed according to enterprise procedure.• Point of sale terminal is cleared and the tender is transferred according to enterprise procedure.• Cash handling is conducted according to enterprise security procedures.• Supplies of change in point of sale terminal are maintained according to enterprise policy.• Active point of sale terminals are attended to according to enterprise policy.• Records are completed for any transaction efforts according to enterprise policy.• Adequate supplies of dockets, vouchers and point of sale documents are maintained.• Customers are informed of delays in the point of sales operation.

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| 2 | Perform point of sale transactions | <ul style="list-style-type: none">• Point of sale transactions are completed according to enterprise policy.• Enterprise procedures are identified and applied in respect of cash and non-cash transactions, eg. EFTPOS, credit card, cheque and lay-by, gift vouchers.• Enterprise procedures are identified and applied in regard to exchanges and returns.• Goods are moved through point of sale area efficiently and with attention to fragility and packaging.• Information is entered into point of sale equipment accurately.• Price/total/amount of cash received is stated verbally to customer.• Correct change is tendered. |
| 3 | Complete sales | <ul style="list-style-type: none">• Customer order forms, invoices, and receipts are completed accurately.• Customer delivery requirements are identified and processed accurately, without undue delay.• Sales transactions are processed without undue delay, or customers are directed to point of sale terminals according to enterprise policy. |
| 4 | Wrap and pack goods | <ul style="list-style-type: none">• Adequate supplies of wrapping material or bags are maintained/requested.• Appropriate packaging material is selected.• Merchandise is wrapped neatly and effectively where required.• Items are packed safely to avoid damage in transit and labels attached where required.• Transfer of merchandise for parcel pick-up or other delivery methods is arranged if required. |

Range of Variables

- This unit applies to all tourism industry sectors where merchandise sales form part of the overall business operation.
- The following variables may be present:
 - enterprise policies and procedures in regard to operation of point of sale equipment, security and sales transactions
 - enterprise facilities in regard to customer service
 - size, type and location of enterprise
 - enterprise merchandise range including size and weight
 - enterprise services range
 - regular and new customers
 - customers may include cash or non-cash transactions including EFTPOS, cheques, credit cards, smart cards, lay-by, credits and returns, and gift vouchers.
 - point of sale equipment may be manual or electronic
 - point of sale transactions may include but are not limited to:
 - cash or non-cash transactions including
 - EFTPOS
 - cheques
 - credit cards/smart cards
 - lay-by
 - credits and returns
 - gift vouchers.
 - wrapping techniques may vary according to merchandise range
 - levels of staffing, eg. staff shortages
 - varying levels of staff training
 - routine or busy trading conditions
 - full-time, part-time or casual staff
 - customers with routine or special requests
 - handling techniques may vary according to stock characteristics and industry codes of practice
 - bag checking procedures.

Evidence Guide

Underpinning Skills and Knowledge:

- To demonstrate competence, evidence of skills and knowledge in the following areas is required:
 - enterprise policies and procedures in regard to customer service and point of sale techniques
 - relevant legislation and statutory requirements including consumer law
 - industry codes of practice
 - stock availability
 - range of services provided by the store
 - questioning/listening techniques
 - wrapping and packing techniques
 - store bag checking procedures
 - time management
 - operation of point of sale equipment
 - merchandise handling techniques
 - literacy skills in regard to written sales and delivery documentation
 - numeracy skills in regard to handling of cash
 - use of point of sale equipment and procedures including:
 - registers
 - numerical display boards
 - calculators
 - electronic scales
 - scanners
 - EFTPOS
 - credit cards
 - lay-by
 - credits and returns.

Context of Assessment:

- This unit may be assessed on or off the job. Assessment should include practical demonstration either in the workplace or through simulation. This should be supported by a range of methods to assess underpinning knowledge.

Competency Standards

Critical Aspects of Assessment:

- Look for:
 - ability to correctly operate point of sale equipment and apply other point of sale procedures in accordance with enterprise procedures and within enterprise acceptable timeframes.

Linkages to Other Units:

- There is a strong link between this unit and the following units:
 - WRRS.1A Sell Merchandise
 - WRRS.2A Advise on Products and Services
 - WRRLP.2A Minimise Theft.
- Combined training/assessment may be appropriate.
- Please note that the content of this unit also overlaps with unit THHGFA01A Process Financial Transactions and care should be taken to avoid duplication in training and assessment.

Key Competencies in this Unit	Level
Collecting, Organising and Analysing Information	1
Communicating Ideas and Information	1
Planning and Organising Activities	1
Working with Others and in Teams	1
Using Mathematical Ideas and Techniques	1
Solving Problems	1
Using Technology	1

Unit WRRLP.2A

Minimise Theft

Unit Descriptor This unit deals the skills and knowledge required to maintain a secure retail workplace. This unit is from the National Retail Industry Training Package.

Element	Performance Criteria
<p>1 Apply routine store security</p>	<ul style="list-style-type: none"> • Enterprise security systems and procedures are applied according to enterprise policy. • Cash is handled and secured according to enterprise policy. • Suspect behaviour by customers is observed and dealt with according to enterprise policy. • Internal and external theft is dealt with according to enterprise policy. • Products and equipment are stored in a secure manner.
<p>2 Minimise theft</p>	<ul style="list-style-type: none"> • Appropriate action is taken to minimise theft by applying enterprise procedures. • Merchandise is matched to correct price tags. • Surveillance of merchandise which can be easily stolen is maintained according to enterprise policy and industry codes of practice. • Customers' bags are checked as required at point of sale according to enterprise policy and industry codes of practice. • Security of cash, cash register and keys is maintained according to enterprise policy. • Security of stock, cash and equipment in regard to customers, staff and outside contractors is maintained according to enterprise policy. • Suspected or potential thieves are dealt with according to enterprise policy and procedures.

Range of Variables

- This unit applies to all tourism industry sectors where merchandise sales form part of the overall business operation.
- The following variables may be present:
 - enterprise policies and procedures in regard to security
 - enterprise policies will take into account local and state security legislation and industry codes and practice
 - size and type and location of enterprise
 - enterprise merchandise and service range
 - special security requirements covering merchandise
 - types of security equipment
 - security procedures may deal with:
 - customers
 - staff
 - keys
 - visitors, sales representatives, contractors, vendors
 - stock
 - records
 - cash, credit
 - equipment
 - premises
 - armed hold-up.
 - security equipment used eg. alarm systems, video surveillance, mirrors, locked and secure areas
 - levels of staffing, eg. staff shortages
 - varying levels of staff training
 - routine or busy trading conditions
 - full-time, part-time or casual staff.

Evidence Guide

Underpinning Skills and Knowledge:

- To demonstrate competence evidence of skills and knowledge in the following areas is required:
 - enterprise policies and procedures in regard to security
 - relevant legislation and statutory regulations including industry codes of practice particularly in regard to checking of customers' bags and purchases
 - enterprise merchandising system including price tags, labels, bar codes, price lists/catalogues
 - enterprise policies regarding checking of customers' bags and purchases
 - security procedures relating to cash handling, credit card, EFTPOS and cheque transactions
 - enterprise security equipment
 - reporting procedures for external/internal theft or suspicious circumstances.

Context of Assessment:

- This unit may be assessed on or off the job. Assessment should include practical demonstration either in the workplace or through simulation. This should be supported by a range of methods to assess underpinning knowledge.

Critical Aspects of Assessment:

- Look for:
 - ability to correctly follow security procedures
 - knowledge of measures that can be taken to prevent theft and the range of security issues that apply in a retail environment.

Linkages to Other Units:

- There is a strong link between this unit and all other merchandise sales units.
- Combined delivery/assessment may be appropriate.

Key Competencies in this Unit	Level
Collecting, Organising and Analysing Information	1
Communicating Ideas and Information	1
Planning and Organising Activities	1
Working with Others and in Teams	1
Using Mathematical Ideas and Techniques	1
Solving Problems	1
Using Technology	1

Unit WRRM.1A

Merchandise Products

Unit Descriptor This unit involves the arrangement and presentation of retail products. It includes the setting up and maintenance of displays and labelling or pricing stock.. This unit is from the National Retail Industry Training Package.

Element	Performance Criteria
1 Place and arrange merchandise	<ul style="list-style-type: none">• Merchandise is unpacked in accordance with enterprise procedure.• Merchandise is placed on floor, fixtures and shelves in determined locations.• Merchandise is displayed to achieve a balanced fully stocked appearance and to promote sales.• Damaged, soiled or out-of-date stock is identified and corrective action taken as required according to enterprise procedure.• Stock range is placed to conform with fixtures, ticketing, prices or bar codes.• Stock is rotated according to stock requirements and enterprise procedure.• Stock presentation conforms to special handling techniques and other safety requirements.
2 Prepare display labels/tickets	<ul style="list-style-type: none">• Labels/tickets for window, wall or floor displays are prepared according to enterprise policy.• Tickets are prepared using electronic equipment or neatly by hand according to enterprise procedures.• Soiled, damaged, illegible or incorrect labels/tickets are identified and corrective action is taken.• Electronic ticketing equipment is used and maintained according to design specifications.• Ticketing equipment is maintained and stored in a secure location.
3 Place, arrange and display price tickets and labels	<ul style="list-style-type: none">• Tickets/labels are visible and correctly placed on merchandise.• Labels/tickets are replaced according to enterprise policy.• Correct pricing and information is maintained on merchandise according to enterprise procedures, industry codes and government requirements.

- 4 Maintain displays**
- Special promotion areas are reset and dismantled.
 - The supervisor is assisted in selection of merchandise for display.
 - Merchandise is arranged face-up as directed and/or according to layout specifications and load bearing capacity of fixtures.
 - Unsuitable or out of date displays are identified, reset and/or removed as directed.
 - Optimum stock levels are identified and stock replenished according to enterprise policy.
 - Display areas are maintained in a clean and tidy manner.
 - Excess packaging is removed from display areas.
- 5 Protect merchandise**
- Correct handling, storage and display techniques are identified and used according to stock characteristics and industry codes.

Range of Variables

- This unit applies to all tourism industry sectors where merchandise sales form part of the overall business operation.
- The following variables may be present:
 - enterprise policy and procedures in regard to merchandising of stock
 - size, type and location of store
 - size, type and location of display areas and fittings
 - enterprise merchandise range
 - industry codes of practice
 - setting of new displays or maintaining existing displays
 - tickets may be provided, or produced electronically or manually
 - enterprise ticketing and pricing policy may include:
 - pricing gun
 - shelf tickets
 - shelf talkers
 - written labels
 - swing ticketing
 - bar coding
 - price boards
 - header boards.
 - handling techniques may vary according to stock characteristics and industry codes of practice
 - levels of staffing, eg, staff shortages
 - varying levels of staff training
 - routine or busy trading conditions
 - full-time, part-time or casual staff
 - merchandise may be characterised by:
 - type
 - size
 - brand
 - customer
 - colour.

Evidence Guide

Underpinning Skills and Knowledge:

- To demonstrate competence evidence of skills and knowledge in the following areas is required:
 - enterprise policy and procedures in regard to merchandising, ticketing, pricing and storage of stock
 - relevant legislation and statutory requirements including consumer law
 - industry codes of practice
 - trade practices and fair trading acts for pricing and ticketing
 - principles of display
 - enterprise promotional themes
 - location of display areas
 - merchandise range
 - use of electronic labelling/ticketing equipment
 - availability and use of display materials
 - time management for building and rotating displays
 - correct handling techniques for protection of self and merchandise
 - stock rotation
 - stock replenishment
 - literacy and numeracy skills in relation to machine or manual preparation of labels/tickets
 - manufacturer's specifications in the use of electronic labelling/ticketing equipment
 - correct storage procedures for labelling/ticketing equipment and materials
 - safety requirements.

Context of Assessment:

- This unit may be assessed on or off the job. Assessment should include practical demonstration either in the workplace or through simulation. This should be supported by a range of methods to assess underpinning knowledge.

Critical Aspects of Assessment:

- Look for:
 - ability to follow correct procedures for the merchandising of products in accordance with enterprise procedures
 - knowledge of techniques for the arrangement and presentation of merchandise.

Linkages to Other Units:

- This unit should be assessed alone.

Competency Standards

Key Competencies in this Unit	Level
Collecting, Organising and Analysing Information	1
Communicating Ideas and Information	-
Planning and Organising Activities	1
Working with Others and in Teams	1
Using Mathematical Ideas and Techniques	-
Solving Problems	1
Using Technology	-