



Australian Government

Assessment Requirements for SFLSOP009

Sell floristry products

Release: 1

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Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- sell these types of floristry products:
 - one ancillary merchandise item
 - one cash and carry arrangement
 - one display or stock item
- sell floristry products to these customer types:
 - one customer purchasing custom made floristry products for a special occasion
 - one customer purchasing custom made gifts for annual celebratory days
 - one customer with special language or cultural needs.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- sales techniques:
 - opening techniques
 - recognising buying signals
 - strategies to focus customer on specific products and services
 - selling intangible products
 - selling add ons and complementary products
 - overcoming customer objections
 - closing techniques
- general characteristics of the main social and cultural groups in Australian society and key aspects of their cultural and religious protocols and preferences for flowers, plant materials and designs
- key features of competitor product range and similarities and differences with the products and services sold by the organisation
- ethical considerations for the sale of floristry products and responsible actions with particular emphasis on these circumstances:
 - non-disclosure of purchaser to recipient for anonymity of gift giver
 - known or published requests by those holding a funeral for non-receipt of flowers
 - non-receipt policy for institutions

- primary components of consumer protection laws that relate to selling floristry products especially organisational responsibility for supplying products as described or substituting suitable products when unable
- primary components of privacy law and actions that floristry business must take to protect privacy of customer information
- a range of formats for and inclusions of information presented to customers.

Assessment Conditions

Skills must be demonstrated in a floristry industry sales environment. This can be:

- an industry workplace
- a simulated industry environment operated within a training organisation.

Assessment must ensure use of:

- computers and email service
- telephones
- either electronic or hard copies of:
 - organisational product information and price lists
 - grower and other supplier brochures, information sheets and price lists
- current plain English regulatory documents distributed by government regulators for:
 - consumer protection law
 - privacy law
- customers with whom the individual can interact to sell products; these can be:
 - paying customers in an industry workplace who are served by the individual during the assessment process or
 - people who participate in role plays or simulated activities, set up for the purpose of assessment, in a simulated industry environment operated within a training organisation
- sufficient customer traffic that allows for prioritisation of tasks so that customers are served effectively in a logical sequence.

Assessors must satisfy the Standards for Registered Training Organisation's requirements for assessors, and:

- hold a qualification or Statement of Attainment in Floristry which includes this unit of competency or equivalent; and
- have worked as a florist in the industry for at least three years where they have applied this unit of competency or equivalent.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1fbe7a66-4c60-4b1c-8616-a3e693d9d8b9>

