



**Australian Government**

# **SHBXCCS004 Recommend products and services**

**Release: 1**

## SHBXCCS004 Recommend products and services

### Modification History

Not applicable.

### Application

This unit describes the performance outcomes, skills and knowledge required to develop and update knowledge of the organisation's product and service range and to recommend products and services suited to customer needs. Products and services will vary according to the particular business type but can include any from a hair, barbering, beauty or cosmetics range.

This unit applies to all businesses that sell hair, barbering, beauty or cosmetic products and services and to sales and service personnel working at all levels.

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

### Pre-requisite Unit

Nil

### Competency Field

Client Services

### Unit Sector

Cross-Sector

### Elements and Performance Criteria

#### ELEMENTS

#### PERFORMANCE CRITERIA

Elements describe the essential outcomes.

Performance criteria describe the performance needed to demonstrate achievement of the element.

1. Develop knowledge of the product and service range.

- 1.1. Access current and accurate information on organisation's range of products and services.
- 1.2. Interpret information on features, benefits and customer costs and compare various products and services.
- 1.3. Use product information to develop knowledge of product performance, purpose and directions for use.
- 1.4. Check regularly for new additions or changes to range and update knowledge.

2. Recommend products and

- 2.1. Use questioning and active listening to determine

services.

customer requirements and preferences.

2.2. Select and suggest products and services suited to customer requirements.

2.3. Describe features and benefits of products and services to encourage purchase.

2.4. Provide information on product or service performance, purpose and directions for use according to product information.

2.5. Identify and utilise opportunities to demonstrate and apply products to customers.

2.6. Respond to customer queries and provide appropriate scope and depth of information to satisfy needs.

2.7. Encourage and confirm customer bookings for organisation's service range.

## Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

Skill	Description
Reading skills to:	<ul style="list-style-type: none"><li>interpret unfamiliar and detailed documents which describe product performance, purpose and directions for use.</li></ul>
Oral communication skills to:	<ul style="list-style-type: none"><li>use persuasive language to promote the purchase of products and services</li><li>provide clear instructions for product use.</li></ul>
Numeracy skills to:	<ul style="list-style-type: none"><li>interpret and compare costs; determine correct application quantities from instructions.</li></ul>
Initiative and enterprise skills to:	<ul style="list-style-type: none"><li>suggest products and services to maximise profitability of customer interactions with the business.</li></ul>
Technology skills to:	<ul style="list-style-type: none"><li>use in-house and online information systems to search for information.</li></ul>

## Unit Mapping Information

No equivalent unit.

## Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=255d312b-db07-48f2-b6d6-1b0b06c42898>