



**Australian Government**

# **SIRSS00025 Retail Customer Relationship**

**Release 1**

# SIRSS00025 Retail Customer Relationship

## Modification History

Not applicable.

## Description

A set of skills for individuals to build and maintain relationships with retail customers to achieve sales targets through effective engagement, providing high quality customer service and assistance with difficulties and developing relationships with customers that generate loyalty.

## Pathways Information

Achievement of the Units of Competency in this Skill Set may provide credit towards a range of qualifications in the SIR Retail Services Training Package.

## Licensing/Regulatory Information

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

## Skill Set Requirements

Unit code	Unit title
SIRXCEG001	Engage the customer
SIRXCEG002	Assist with customer difficulties
SIRXCEG003	Build customer relationships and loyalty
SIRWSLS002	Analyse and achieve sales targets
SIRXIND001	Work effectively in a service environment
SIRXSLS001	Sell to the retail customer

## Target Group

This Skill Set is for individuals who are working in customer service roles in the retail industry.

## **Suggested words for Statement of Attainment**

These Units of Competency provide a set of skills for building and maintaining relationships with retail customers to achieve sales targets.

## **Custom Content Section**

Not applicable.