



**Australian Government**

# **SIRXSL001 Sell to the retail customer**

**Release: 1**

# **SIRXSL001 Sell to the retail customer**

## **Modification History**

Not applicable.

## **Application**

This unit describes the performance outcomes, skills and knowledge required to deliver quality customer service and sell to retail customers. It requires the ability to determine customer needs, match products and services to their needs, and facilitate a sale.

This unit applies to all retail sectors and business sizes from large format stores to small independents. It applies to retail personnel at all levels who play a role in engaging with customers with the purpose of selling.

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

## **Pre-requisite Unit**

Nil

## **Competency Field**

Sales

## **Unit Sector**

Cross-Sector

## **Elements and Performance Criteria**

### **ELEMENTS**

Elements describe the essential outcomes.

1. Establish customer needs.

2. Provide advice on

### **PERFORMANCE CRITERIA**

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

- 1.1.Connect with the customer within designated response times and establish rapport.
- 1.2.Use questioning and active listening to facilitate effective two-way communication.
- 1.3.Observe and determine appropriate level of interaction based on customer verbal and non-verbal cues.
- 1.4.Determine and clarify customer preferences, needs and expectations.

2.1.Use product and service knowledge to tailor options to

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| products and services. | specific customer needs, and offer alternatives when product is unavailable. |
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- 2.2. Clearly explain and promote product and service features and benefits where relevant.
  - 2.3. Advise on promotional events where relevant.
  - 2.4. Provide additional information to address customer questions and objections.
  - 2.5. Offer comparisons to competitor product or service range as required.
  - 2.6. Collaborate with the customer to determine product or service option most suited to their needs.
  - 2.7. Take opportunities to upsell and cross sell products and services that enhance customer request and maximise profitability of sale.
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| 3. Facilitate the sale of products and services. | <ol style="list-style-type: none"> <li>3.1. Select and use appropriate techniques to close sale.</li> <li>3.2. Direct the customer to designated point-of-sale and process sale, as required, according to organisational procedures.</li> <li>3.3. Farewell customer on leaving, and invite to return.</li> <li>3.4. Provide any required after sales service according to organisational procedures.</li> </ol> |
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## 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.

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| Reading skills to:         | <ul style="list-style-type: none"> <li>• interpret:               <ul style="list-style-type: none"> <li>• detailed in-house and supplier product information documents</li> <li>• plain English documents that outline organisational customer service policy and procedures.</li> </ul> </li> </ul> |
| Numeracy skills to:        | <ul style="list-style-type: none"> <li>• interpret basic fee information from in-house documents and complete basic pricing calculations.</li> </ul>  |
| Problem-solving skills to: | <ul style="list-style-type: none"> <li>• respond to customer objections and provide appropriate solutions to satisfy customer needs.</li> </ul>   |
| Technology skills to:      | <ul style="list-style-type: none"> <li>• use technologies equipped with search functionality and information systems to source product and service 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=ca051b1b-5101-4ec2-ac1c-49699303188d>