



Australian Government

Department of Education, Employment and Workplace Relations

SIRCCPM502 Manage pharmacy sales and service delivery

Release: 1

SIRCCPM502 Manage pharmacy sales and service delivery

Modification History

The version details of this endorsed unit are in the table below. The latest information is at the top.

Release	Comments
First Release	New unit

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to monitor, maintain and improve pharmacy sales and service delivery.

It involves the continuous improvement of operations by seeking, evaluating and reporting feedback from customers and colleagues on sales and service delivery and working conditions; and sourcing and negotiating adequate supply of stock and other necessary resources in accordance with pharmacy policy.

Application of the Unit

This unit applies to persons with managerial responsibility in community pharmacies and may include management across single or multiple outlet businesses.

Persons in this role are required to apply initiative and judgement, using a range of problem-solving and decision-making strategies.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

ELEMENT

PERFORMANCE CRITERIA

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

1. Establish and respond to customer requirements.

- 1.1. Plan and develop strategies to enhance provision of customer service according to pharmacy policy.
- 1.2. Research and analyse customer needs in regard to pharmacy products and services, along with local demographic and cultural issues.
- 1.3. Resolve ***customer*** complaints referred by ***team members*** according to pharmacy policy.
- 1.4. Monitor sales and service targets and plans to ensure that customer requirements are met, and take appropriate remedial action if required.
- 1.5. Encourage team members to take responsibility for meeting customer requirements.
- 1.6. Seek and use feedback from customers to improve future operations.

2. Monitor, maintain and improve sales and service delivery.

- 2.1. Implement, communicate and review ***policies and procedures for sales and service delivery*** on a regular basis.
- 2.2. Maintain adequate ***resources*** for optimum customer service provision and in line with relevant budget allocation.
- 2.3. Ensure sales and service targets and plans are consistent with pharmacy values, objectives and business plan.
- 2.4. Communicate sales and service targets and plans to relevant personnel according to implementation schedules.
- 2.5. Provide feedback to staff and take corrective measures to minimise ***factors*** that may disrupt operations.
- 2.6. Monitor and evaluate effectiveness of corrective actions for future operational planning.
- 2.7. Ensure current and accurate records on sales are available to authorised personnel and act on relevant reports as required.

3. Negotiate supply of goods.

- 3.1. ***Negotiate*** and implement ***arrangements with suppliers*** and communicate to relevant personnel.
- 3.2. Monitor records of suppliers and stock for accuracy and legibility and take appropriate action where necessary.

- 3.3. Identify and communicate market factors affecting supply of pharmacy medicines or products to the pharmacist in charge and relevant team members.
 - 3.4. Convey complete and accurate records of negotiations and agreements to appropriate personnel within designated time limits.
 - 3.5. Take immediate corrective action where potential or actual **problems with supply** are indicated.
 - 3.6. Identify and develop new suppliers where relevant, to maintain and improve sales and service delivery.
4. Provide productive work environment.
 - 4.1. Regulate and monitor staff access to and use of resources for maximum efficiency and sustainability.
 - 4.2. Maintain staff work conditions to meet requirements of **relevant agreements, legislation** and pharmacy policy.
 - 4.3. Ensure that maintenance frequency and use of equipment conform to recommended schedules and procedures.
 - 4.4. Replace, repair or adapt resources that do not meet requirements as soon as practicable and with minimum disruption to work activity.
 - 4.5. Communicate recommendations for improving conditions to **relevant personnel** within designated timeframe.
 - 4.6. Maintain complete and accurate records and make them available to authorised personnel.

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- communication skills to:
 - ask questions to identify and confirm requirements
 - communicate with staff through clear and direct communication
 - negotiate with suppliers and customers
 - share information
 - use and interpret non-verbal communication
 - use language and concepts appropriate to cultural differences
- literacy skills to:
 - research and interpret a broad range of written material
 - prepare reports
 - document results
- planning and organising skills to manage sales and service delivery
- problem-solving skills to:
 - handle supply and service contingencies
 - negotiate effective complaint resolution outcomes with customers
- numeracy skills to:
 - interpret and maintain pharmacy medicines, product supply and sales data
 - estimate stock volume
 - calculate costs and pricing arrangements
 - set and monitor achievement of sales and service targets
- technology skills to monitor and maintain data relating to stock levels

Required knowledge

- customer demographics and associated demand and market trends
- location of merchandise in pharmacy
- pharmacy policies and procedures in regard to:
 - efficient and sustainable use of resources
 - product pricing
 - sales and service delivery
 - stock maintenance and control
 - supply specifications
- range and availability of pharmacy products and services
- awards and agreements governing the employment of pharmacy staff
- pharmacy quality procedures
- relevant legislation and statutory requirements, including work health and safety (WHS) requirements applicable to the sales environment

- sales and service targets
- sources of product supply

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the ability to:

- maintain, monitor, improve and evaluate sales and service delivery
- communicate sales and service targets and plans to relevant personnel and provide feedback on operations and outcomes
- maintain and interpret data on sales and service delivery
- negotiate and arrange supply of goods
- maintain, monitor and evaluate supply of stock.

Context of and specific resources for assessment

Assessment must ensure that competency is:

- observed by the assessor or the technical expert working in partnership with the assessor as described in the assessment guidelines
- demonstrated over sufficient time to include handling of a range of contingencies
- demonstrated in a real or simulated pharmacy environment, which may include customer interruptions and involvement in other related activities normally expected in the pharmacy.

Assessment must ensure access to:

- a front-of-pharmacy sales and services team
- real or simulated customers with different requirements
- relevant documentation, such as:
 - awards and agreements governing the employment of pharmacy staff
 - pharmacy quality procedures
 - relevant legislation and statutory requirements, including WHS requirements applicable to the sales environment
- pharmacy protocols and procedures relating to:
 - efficient and sustainable use of resources
 - pricing
 - sales and service delivery

- stock maintenance and control.

Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- observation of the candidate in the workplace
- customer feedback
- research report
- written or oral questions appropriate to the language and literacy level of the learner to test relevant underpinning knowledge
- review of portfolios of evidence and third-party workplace reports of on-the-job performance.

Guidance information for assessment

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Customer may include people:

- from a range of social, cultural and ethnic backgrounds and with varying mental and physical abilities
- visiting the pharmacy, contacting the pharmacy by phone, or in their own home
- with special needs, such as:
 - the elderly
 - infants
 - who are:
 - drug or alcohol affected
 - emotionally unstable
 - mentally unstable
 - physically unwell.

Team members may include:

- allied health professionals
- dispensary assistants
- pharmacists
- pharmacy assistants.

Policies and procedures for sales and service delivery may involve:

- accepting and returning prescriptions
- advising customers
- customer privacy protocols
- customer service procedures
- documenting testing, such as:
 - blood glucose
 - blood pressure
- handling customer complaints
- handling and supplying Pharmacy Medicines (S2) and Pharmacist Only Medicines (S3)
- making appointments for special pharmacy services, such as home medicine reviews
- triggers for referral to a pharmacist or a more experienced pharmacy assistant
- staff induction
- staff presentation.

Resources may include:

- equipment and technology
- materials
- rostered team members

- Factors may include:
- pharmacy stock.
 - staff shortages
 - supply of stock.
- Negotiate may include:
- correspondence
 - email
 - face-to-face contact
 - meetings
 - telephone.
- Arrangements with suppliers may include:
- credit levels
 - delivery
 - partnerships and exclusivity
 - pricing.
- Problems with supply may involve:
- cost
 - coverage or content
 - quality
 - quantity
 - time schedules.
- Relevant agreements and legislation may include:
- awards and agreements relating to the employment of staff
 - equal employment opportunity and anti-discrimination laws
 - federal, state or territory, and local legislation
 - WHS.
- Relevant personnel may include:
- pharmacist owner
 - pharmacist in charge
 - team members.

Unit Sector(s)

Community Pharmacy

Competency Field

Community Pharmacy Management