



Australian Government

Department of Education, Employment and Workplace Relations

SIRRRPK006A Recommend liquor products

Revision Number: 2

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Modification History

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

Release	Comments
Second Release	Editorial updates

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to develop and apply product knowledge to provide advice to customers with regard to the characteristics of liquor products according to relevant legislation.

Application of the Unit

This unit applies to frontline service personnel. It involves researching store liquor range, and providing advice to customers and other sales staff on a range of liquor products, their characteristics, storage and serving. It also includes the application of current legislation governing the sale of liquor.

Licensing/Regulatory Information

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

Pre-Requisites

Nil

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.

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|---|--|
| 1. Research store liquor range. | 1.1. Develop <i>product knowledge</i> by accessing <i>relevant sources of information</i> .
1.2. Identify <i>store liquor range</i> . |
| 2. Recommend liquor products. | 2.1. Apply product knowledge to advise <i>customers</i> and <i>other staff</i> on available liquor products.
2.2. Convey <i>wine information</i> to customers.
2.3. Advise customers regarding available range of beers, their shelf life and alcohol content.
2.4. Identify <i>spirits, liqueurs and mixers</i> according to <i>product information</i> to assist customer purchasing decisions.
2.5. Promote house brands, specials and new lines to customers, according to <i>store policy and procedures</i> .
2.6. Promote, quote on and arrange <i>store services</i> for customers on request. |
| 3. Adhere to liquor licensing requirements. | 3.1. Request proof of age and refuse service if applicable.
3.2. Identify intoxicated customers and refuse service, according to store policy and <i>legislative requirements</i> .
3.3. Observe store trading hours and maintain records of purchases, according to liquor licensing requirements and store policy. |

Required Skills and Knowledge

This section describes the essential skills and knowledge and their level, required for this unit.

Required skills

- interpersonal skills to:
 - apply product knowledge by providing information and advice to customers and staff
 - make recommendations and advise on services through clear and direct communication
 - ask questions to identify and confirm requirements
 - use language and concepts appropriate to cultural differences
 - use and interpret non-verbal communication
 - handle customers with special needs, including difficult or abusive, intoxicated and under-age customers
- organising skills to provide liquor services to customers in a efficient manner
- literacy skills to:
 - interpret product information
 - interpret store policy and procedures
- numeracy skills in regard to pricing and estimation of quantities

Required knowledge

- store policy and procedures in regard to:
 - sales and customer service
 - methods of dealing with special needs or requests of customers
 - customer complaints
 - the sale of liquor products
 - allocated duties and responsibilities
 - stock availability
 - store liquor product range, including specials, house lines, new lines and seasonal promotions
 - store product services
- relevant industry codes of practice
- relevant Work Health and Safety (WHS) legislation and codes of practice
- relevant state or territory legislation and statutory requirements, including:
 - consumer law
 - liquor licensing requirements
 - proof of age
 - store trading hours

Evidence Guide

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

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

Evidence of the following is essential:

- continually updates and applies product knowledge about current store liquor products contained in store manuals and manufacturer product labels to provide comprehensive advice to customers and staff
- consistently applies store policy and procedures and industry codes of practice in regard to sales and customer service procedures and store trading hours
- understands and applies store policy and procedures and consumer law and liquor licensing requirements, including record keeping
- advises customers and informs sales team members of major characteristics of store range of liquor products, including style, type, fermentation method, regional vintages and their characteristics, basic production methods and storage requirements
- advises customers on store liquor services available to customers, including home delivery.

Context of and specific resources for assessment

Assessment must ensure access to:

- a retail work environment
- relevant sources of product information
- relevant documentation, such as:
 - store policy and procedures manuals
 - industry codes of practice and relevant legislation
 - WHS legislation and codes of practice
- an appropriate range of liquor products and services
- a range of customers with different requirements.

Methods 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 performance in the workplace
- third-party reports from a supervisor
- customer feedback
- written or verbal questioning to assess knowledge and understanding
- review of portfolios of evidence and third-party workplace reports of on-the-job performance.

Guidance information for assessment

Assessment with the co-requisite unit of competency SITHFAB009A Provide responsible service of alcohol, unless previously completed, is required.

Holistic assessment with other units relevant to the industry sector, workplace and job role is also 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 in the performance criteria is detailed below.

- Product knowledge*** may include:
- liquor product identification
 - uses for liquor products
 - basic production method
 - alcohol content
 - handling and storage.
- Relevant sources of information*** may include:
- store or supplier product manuals
 - sales representatives
 - videos
 - tastings
 - product labels
 - wine shows
 - internet
 - other staff.
- Store liquor range*** may include:
- wines
 - spirits
 - beers
 - liqueurs
 - premixed drinks
 - mixers
 - local goods
 - imported goods.
- Customers*** may include:
- new or repeat contacts
 - external and internal contacts
 - business customers or individuals
 - customers with routine or special requests
 - people from a range of social, cultural and ethnic backgrounds and with varying physical and mental abilities.
- Other staff*** may include:
- new or existing staff
 - people with varying levels of language and literacy
 - people from a range of cultural, social and ethnic backgrounds.
- Wine information*** may include:
- style
 - grape variety
 - region
 - vintages
 - fermentation method

- storage requirements
 - wine and food combinations.
- Spirits, liqueurs and mixers* may be differentiated by:
- style
 - type
 - regional vintages
 - brands
 - basic production methods
 - price.
- Product information* may include:
- brand
 - type
 - style
 - basic production methods
 - regional origin
 - vintages
 - features
 - price.
- Store policy and procedures* in regard to:
- selling liquor products
 - interaction with customers
 - processing customer orders.
- Store services* may include:
- special occasion catering
 - tastings
 - hire or loan of glassware and other accessories
 - liquor delivery.
- Legislative requirements* may include:
- consumer law
 - liquor licensing requirements
 - proof of age
 - store trading hours.

Unit Sector(s)

Retail

Competency field

Product Knowledge