



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **SIRRRPK014A Recommend specialised products and services**

**Revision Number: 1**

## **SIRRRPK014A Recommend specialised products and services**

### **Modification History**

Not applicable.

### **Unit Descriptor**

**Unit descriptor** This unit describes the performance outcomes, skills and knowledge required to recommend and provide advice on specialised products and services to customers.

### **Application of the Unit**

**Application of the unit** This unit involves the application of specialised product knowledge to provide advice to customers and other sales staff, with regard to specific product features, technical characteristics, warranties and prices. It also includes the provision of information on organisation services and repairs. Experienced frontline sales staff perform this function.

### **Licensing/Regulatory Information**

Not applicable.

### **Pre-Requisites**

**Prerequisite units** Nil

## Employability Skills Information

**Employability skills** The required outcomes described in this unit contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit is packaged will assist in identifying employability skills requirements.

## Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency. Performance criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

## Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Research product range.	<p>1.1 Identify product and <b><i>service range</i></b>.</p> <p>1.2 Demonstrate knowledge of location of product range.</p> <p>1.3 Demonstrate operation of <b><i>inventory system</i></b>.</p> <p>1.4 Develop <b><i>product knowledge</i></b> by accessing <b><i>relevant sources of information</i></b>.</p> <p>1.5 Develop knowledge and application of manufacturer technical information and specifications of product range.</p> <p>1.6 Demonstrate use and operation of products according to organisation policy and procedures.</p> <p>1.7 Research comparisons between products and services and apply accurately according to product information.</p> <p>1.8 Demonstrate knowledge of relevant <b><i>legislative requirements</i></b>.</p> <p>1.9 Convey product information to <b><i>customers</i></b> and other <b><i>staff members</i></b> as required.</p>

ELEMENT	PERFORMANCE CRITERIA
2 Recommend specialised products and services.	2.1 Identify and evaluate <i>customer requirements</i> to provide advice on product suitability to assist buying decisions.
	2.2 Determine suitability of products and materials according to customer requirements and manufacturer specifications.
	2.3 Provide accurate advice on product specifications to meet customer requirements according to relevant legislation.
	2.4 Convey features and benefits of products to customers to assist buying decisions.
	2.5 Demonstrate or explain use and operation of products to customers in a systematic manner as required to create a buying environment.
	2.6 Apply correct measuring, fitting or sizing procedures as relevant to the product.
	2.7 Explain relevant maintenance and care requirements of product to customer.
	2.8 Clearly explain to customer safety features and safe usage relevant to the product.
	2.9 Maximise sales opportunities by use of add-on and complementary sales techniques.
	2.10 Estimate quantities of product required.
3 Advise on product warranties.	3.1 Clearly explain to customer <i>comparisons</i> between product and manufacturer warranty terms.
	3.2 Confirm and accurately convey individual product warranty terms and conditions to customers by accessing relevant sources of information.
	3.3 Provide customer with written information regarding individual product warranty terms and conditions, especially extended or promotional warranties, according to legislative requirements and <i>organisation policy and procedures</i> .

ELEMENT	PERFORMANCE CRITERIA
4 Quote on price and payment options.	<p>4.1 Calculate organisation recommended pricing for various product and service options and convey to customer according to legislative requirements.</p> <p>4.2 Perform <i>negotiation of individual product prices</i> where appropriate according to pricing determinants and organisation policy.</p> <p>4.3 Convey payment and credit options to customers and negotiate a preferred option following organisation procedures.</p>
5 Advise on and arrange product service and repair.	<p>5.1 Advise customer on organisation range of service and repairs according to organisation policy and procedures.</p> <p>5.2 Question and actively listen to customer determine nature of problem.</p> <p>5.3 Complete <i>diagnosis of problem</i> in terms of operator and equipment faults.</p> <p>5.4 Offer solutions according to nature of problem, available product information and company and enterprise policy.</p> <p>5.5 Identify service and repair process and accurately describe to customer, as required, according to company and enterprise policy.</p> <p>5.6 Identify price and timelines for basic service and repairs and quote to customer where applicable.</p> <p>5.7 Identify customer details and accurately transcribe to service report according to company and enterprise procedures and legislative requirements.</p> <p>5.8 Label and securely store item for repair according to company and enterprise policy.</p> <p>5.9 Organise service according to availability, customer requirements and legislative requirements.</p> <p>5.10 Notify customer without undue delay on completion of service and repair.</p> <p>5.11 Take <i>follow-up action</i> as necessary to ensure customer satisfaction.</p>

## Required Skills and Knowledge

### REQUIRED SKILLS AND KNOWLEDGE

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

The following skills must be assessed as part of this unit:

- interpersonal communication skills to:
  - apply product knowledge by providing information and advice to customers and staff
  - make recommendations and advise on warranties and product service and repair 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
- handling customers with special needs, including difficult or abusive customers
- literacy skills in the following areas:
  - reading and understanding store policy and procedures
  - reading and understanding product information and specifications
  - writing order specifications and delivery details
- numeracy skills in the following areas:
  - measuring and estimating accurately
  - advising and negotiating price and payment options.

The following knowledge must be assessed as part of this unit:

- company and enterprise policy and procedures in regard to:
  - sales and customer service, up-selling, on-selling
  - methods of dealing with special needs and requests of customers
  - customer complaints
  - price negotiation and payment options
  - services and repairs
- company and enterprise product range
- pricing procedures, including GST requirements
- manufacturer technical information
- product and manufacturer warranty terms and conditions
- relevant legislation and statutory requirements
- relevant industry codes of practice.

# Evidence Guide

## 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:

- consistently updates and applies product knowledge to provide comprehensive advice to customers and staff, including technical information and advice on warranties and insurance policies where applicable
- consistently applies company and enterprise policy and procedures and industry codes of practice in regard to sales and customer service procedures
- advises customers and informs sales team members of organisation range of products, their features and benefits, performance, complementary products, product availability and warranties
- advises customers and sales team members on operation, storage and use of products
- estimates and quotes on quantities of product required, as relevant to the product and customer requirements
- successfully negotiates and administers price and payment options with customers as per organisation policy and procedures
- advises on and arranges for organisation services, internal and external, including repairs, according to organisation policy and procedures.

### **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:
  - organisation policy and procedures manuals
  - industry codes of practice and relevant legislation
  - organisation inventory
- an appropriate range of products
- a range of customers with different requirements.

## EVIDENCE GUIDE

### 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 answers to questions about specific skills and knowledge
- review of portfolios of evidence and third-party workplace reports of on-the-job performance.

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

### Assessing employability skills

Employability skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts.

Employability skills embedded in this unit should be assessed holistically in the context of the job role and with other relevant units that make up the skill set or qualification.

## Range Statement

### 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.

***Service range*** may include:

- product service and repairs
- materials measuring and cutting
- delivery
- installation
- insurance facilities
- finance options.



## RANGE STATEMENT

*Inventory system* may be:

- manual
- electronic
- centralised.

*Product knowledge* may include:

- brand options
- materials, ingredients and composition
- manufacturing process and construction
- design features
- quality
- price
- accessories
- workmanship
- component parts
- safety features and toxicity
- available styles, sizes and colour range
- operation
- storage and care requirements
- country of manufacture
- energy efficiency
- environmental considerations and recycled products
- age suitability and rating
- performance
- durability
- warranties
- health and hygiene
- supply and availability.

## RANGE STATEMENT

- Relevant sources of information*** may include:
- supplier product leaflets
  - company and enterprise or trade product manuals
  - manufacturer brochures and specifications
  - catalogues
  - trade shows
  - internet
  - customer feedback
  - designated staff members
  - contacting suppliers direct.
- Relevant legislative requirements*** may include:
- consumer law
  - pricing procedures, including GST requirements
  - censorship, licensing and copyright laws
  - Trade Practices and Fair Trading Acts
  - sale of second-hand goods
  - OHS
  - industry codes of practice
  - privacy laws
  - customs regulations.
- Customers*** may include:
- people with routine or special requests
  - people with special needs
  - regular and new customers
  - people from a range of social, cultural and ethnic backgrounds and with varying physical and mental abilities
  - individuals or organisations.
- Staff members*** may include:
- new or existing staff
  - people with varying levels of language and literacy
  - people from a range of cultural, social and ethnic backgrounds.

## RANGE STATEMENT

*Customer requirements* may include:

- usage requirements
- existing skills and knowledge
- experience and professional and hobby needs
- colour preferences and style
- durability, function and usage
- fashion and preferences
- health factors
- lifestyle
- price
- size
- culture and ethnicity
- interests
- age suitability.

*Comparisons* between product and manufacturer warranty terms may relate to:

- features
- benefits
- limitations
- duration
- price, where applicable.

*Organisation policy and procedures* may include:

- selling specialised products and services
- interaction with customers
- processing items for service and repair.

*Negotiation of individual product prices* may include:

- price matching
- individual discounts
- adding value to purchase
- bulk discounts.

*Diagnosis of problem* may occur:

- face to face
- by telephone
- by correspondence (electronic or postal).

**RANGE STATEMENT**

- Follow-up action* may occur:
- formally or informally
  - face to face
  - by telephone
  - by correspondence (electronic or postal)
  - by appointment.

**Unit Sector(s)**

**Sector**                      Retail

**Competency field**

**Competency field**              Product Knowledge