



Australian Government

Department of Education, Employment and Workplace Relations

SIRRRPK214 Recommend specialised products and services

Release: 1

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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
First Release	This is a revised unit, based on and equivalent to SIRRRPK014A Recommend specialised products and services.

Unit Descriptor

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

It covers 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.

Application of the Unit

This unit applies to experienced frontline sales staff working in a retail environment.

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.

1. Demonstrate knowledge of product range.

- 1.1. Identify product and *service range*.
- 1.2. Demonstrate knowledge of location of product range.
- 1.3. Operate *inventory system*.
- 1.4. Develop *product knowledge* by accessing *relevant sources of information*.
- 1.5. Develop knowledge and application of manufacturer technical information and specifications of product range.
- 1.6. Research comparisons between products and services and communicate product information.
- 1.7. Convey product information to *customers* and other staff members as required and in line with organisational policies and procedures.

2. Advise on products and services to meet customer requirements.

- 2.1. Identify and evaluate *customer requirements* 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 and in line with organisational policies and procedures.
- 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 and communicate to customer.
3. Advise on product warranties.
 - 3.1. Clearly explain to customer **comparisons** between product and manufacturer warranty terms.
 - 3.2. Confirm and convey individual product warranty terms and conditions to customer 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 **organisational policy and procedures**.
4. Quote on price and payment options.
 - 4.1. Calculate organisation-recommended pricing for various product and service options and convey to customer according to legislative requirements.
 - 4.2. **Negotiate individual product prices** where appropriate according to pricing determinants and organisational policy.
 - 4.3. Convey payment and credit options to customer and negotiate a preferred option following organisational procedures.
5. Advise on and arrange product service and repair.
 - 5.1. Advise customer on range of service and repairs according to organisational policy and procedures.
 - 5.2. Question and actively listen to customer to determine nature of problem.
 - 5.3. Complete **diagnosis of problem** in terms of operator and equipment faults.
 - 5.4. Offer solutions according to nature of problem, available product information, and organisational policy.
 - 5.5. Identify service and repair process and communicate to customer according to company and enterprise policy.
 - 5.6. Identify price and timelines for basic service and repairs and quote to customer where applicable.
 - 5.7. Identify customer details and transcribe to service report according to organisational procedures and legislative requirements.
 - 5.8. Label and securely store item for repair according to organisational policy.
 - 5.9. Organise service according to availability, customer requirements and legislative requirements.
 - 5.10. Notify customer without undue delay on completion of service and repair.
 - 5.11. Take **follow-up action** as necessary to ensure customer satisfaction.

Required Skills and Knowledge

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

Required skills

- communication and interpersonal skills to:
 - apply product knowledge by providing information and advice to customers and staff
 - ask questions in order to identify and confirm requirements
 - handle customers with special needs, including difficult or abusive customers
 - interpret and apply non-verbal cues
 - make recommendations and advise on warranties and product service and repair through clear and direct communication
 - respond to customer needs and respect cultural differences
- literacy and numeracy skills to:
 - advise and negotiate price and payment options
 - measure and estimate accurately
 - read and interpret warranties
 - read and interpret product information and specifications
 - read and interpret store policy and procedures
 - write order specifications and delivery details

Required knowledge

- manufacturer technical information
- organisational policy and procedures in regard to:
 - customer complaints
 - methods of dealing with special needs and requests of customers
 - price negotiation and payment options
 - returns and warranty claims
 - sales and customer service, up-selling and on-selling
 - services and repairs
- organisation's product range
- manufacturer technical information
- pricing procedures, including GST requirements
- product and manufacturer warranty terms and conditions
- relevant industry codes of practice, legislation and statutory requirements relating to the recommendation of specialised products and services

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.

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

Evidence of the following is essential:

- 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
- applies organisational 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's 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
- negotiates and administers price and payment options with customers as per organisational policy and procedures
- advises on and arranges for internal and external organisation services, including repairs, according to organisational policy and procedures.

Context of and specific resources for assessment

Assessment must ensure access to:

- a real or simulated retail work environment
- relevant sources of product information
- relevant documentation, such as:
 - organisational policy and procedures manuals
 - industry codes of practice and relevant legislation
 - organisational inventory
- an appropriate range of products
- a range of customers with different requirements.

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 performance in the workplace
- 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.

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 individual, accessibility of the item, and local industry and regional contexts) may also be included.

Service range may include:

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

Inventory system may be:

- centralised
- electronic
- manual.

Product knowledge may include:

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

Relevant sources of information may include:

- catalogues
- contacting suppliers direct
- customer feedback
- designated staff members
- internet
- manufacturer brochures and specifications
- organisation or trade product manuals
- supplier product leaflets
- trade shows.

Customers may include:

- individuals or organisations
- people from a range of social, cultural and ethnic backgrounds
- people with varying physical and mental abilities
- people with routine or special requests
- people with special needs
- regular and new customers.

Customer requirements may include:

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

Relevant legislation may relate to:

- censorship, licensing and copyright laws relevant to the retail sales environment
- customs regulations
- industry codes of practice
- work health and safety (WHS)
- pricing procedures, including GST requirements
- privacy laws
- sale of second-hand goods
- Australian consumer law relevant to the retail sales environment.

Comparisons between product and manufacturer warranty terms may relate to:

- benefits
- duration
- features
- limitations

- Organisational policy and procedures*** may include:
- price, where applicable.
 - interaction with customers
 - processing items for service and repair
 - selling specialised products and services.
- Negotiating individual product prices*** may include:
- adding value to purchase
 - bulk discounts
 - individual discounts
 - price matching.
- Diagnosis of problem*** may occur:
- by electronic or postal correspondence
 - by telephone
 - face-to-face.
- Follow-up action*** may occur:
- by appointment
 - by electronic or postal correspondence
 - by telephone
 - face-to-face
 - formally or informally.

Unit Sector(s)

Retail

Competency field

Product Knowledge