



Australian Government

Department of Education, Employment and Workplace Relations

SIRXSL001A Sell products and services

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to sell products and services in a retail environment. It involves the use of sales techniques and encompasses the key selling skills from approaching the customer to closing the sale. It requires a basic level of product knowledge.
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Application of the Unit

Application of the unit	This competency applies to frontline sales personnel. It requires the recognition and demonstration of verbal and non-verbal communication skills to determine customer requirements, sell the benefits of products and services, overcome objections and close sales. Personal evaluation is utilised to maximise sales in accordance with industry codes of practice, relevant legislation and store policy.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units	Nil
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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 Apply product knowledge.	<p>1.1 Demonstrate knowledge of the use and application of relevant products and services according to <i>store policy</i> and <i>legislative requirements</i>.</p> <p>1.2 Develop <i>product knowledge</i> by accessing <i>relevant sources of information</i>.</p>
2 Approach customer.	<p>2.1 Determine and apply timing of <i>customer</i> approach.</p> <p>2.2 Identify and apply effective <i>sales</i> approach.</p> <p>2.3 Convey a positive impression to arouse customer interest.</p> <p>2.4 Demonstrate knowledge of customer buying behaviour.</p>

ELEMENT	PERFORMANCE CRITERIA
3 Gather information.	<ul style="list-style-type: none">3.1 Apply questioning techniques to determine customer buying motives.3.2 Use listening skills to determine customer requirements.3.3 Interpret and clarify non-verbal communication cues.3.4 Identify customers by name where possible.3.5 Direct customer to specific merchandise.
4 Sell benefits.	<ul style="list-style-type: none">4.1 Match customer needs to appropriate products and services.4.2 Communicate knowledge of products features and benefits clearly to customers.4.3 Describe product use and safety requirements to customers.4.4 Refer customers to appropriate product specialist as required.4.5 Answer <i>routine customer questions</i> about merchandise accurately and honestly or refer to senior sales staff.
5 Overcome objections.	<ul style="list-style-type: none">5.1 Identify and accept customer objections.5.2 Categorise objections into price, time and merchandise characteristics.5.3 Offer solutions according to store policy.5.4 Apply <i>problem solving</i> to overcome customer objections.
6 Close sale.	<ul style="list-style-type: none">6.1 Monitor, identify and respond appropriately to customer buying signals.6.2 Encourage customer to make purchase decisions.6.3 Select and apply appropriate method of closing sale.

ELEMENT**PERFORMANCE CRITERIA**

7 Maximise sales opportunities.

7.1 Recognise and apply opportunities for making additional sales.

7.2 Advise customer of complementary products or services according to customer's identified need.

7.3 Review personal sales outcomes to maximise future sales.

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:

- selling techniques, including:
 - opening techniques
 - recognising buying signals
 - strategies to focus customer on specific merchandise
 - add-ons and complementary sales
 - overcoming customer objections
 - closing techniques
- verbal and non-verbal communication skills
- handling difficult customers
- negotiation skills
- sales performance appreciation
- questioning, listening and observation
- literacy skills in regard to:
 - reading and understanding product information
 - reading and understanding store policies and procedures
 - recording information
- numeracy skills in regard to:
 - handling payment for goods
 - weighing and measuring goods.

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

- store policies and procedures, in regard to:
 - selling products and services
 - allocated duties and responsibilities
- store merchandise and service range
- specific product knowledge for area or section
- relevant legislation and statutory requirements
- relevant industry codes of practice
- customer types and needs, including:
 - customer buying motives
 - customer behaviour and cues

REQUIRED SKILLS AND KNOWLEDGE

- individual and cultural differences
- demographics, lifestyle and income
- types of customer needs, e.g. functional, psychological.

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:

- applies product knowledge and uses appropriate sales approach to sell the benefits of products and services, overcome objections and close sales
- uses questioning, listening and observation skills to determine customer requirements
- consistently applies store policies and procedures in regard to selling products and services
- maximises sales opportunities according to store policies and procedures
- consistently applies industry codes of practice, relevant legislation and statutory requirements in regard to selling products and services
- evaluates personal sales performance to maximise future sales.

EVIDENCE GUIDE

Context of and specific resources for assessment

Assessment must ensure access to:

- a retail work environment
- relevant documentation, such as policy and procedures manuals
- a range of customers with different requirements
- a range of merchandise and products appropriate to the retail workplace
- product labels and sources of product information.

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 the candidate in the workplace
- third-party reports from a supervisor
- customer feedback
- 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

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.

Store policy and procedures in regard to:

- interaction with customers
- selling products and services.

Legislative requirements may include:

- Trade Practices and Fair Trading Acts
- tobacco laws
- liquor laws
- lottery legislation
- industry codes of practice
- OHS
- sale of second-hand goods
- sale of X and R rated products
- trading hours
- transport, storage and handling of goods.

Product knowledge may include:

- warranties
- features and benefits
- use-by dates
- handling and storage requirements
- stock availability
- safety features
- price.

RANGE STATEMENT

Relevant sources of information may include:

- internet
- staff members
- store or supplier product manuals
- product profiles
- videos
- demonstrations
- labels
- store tours.

Customers may include:

- new or repeat contacts
- external and internal contacts
- customers with routine or special requests
- people from a range of social, cultural and ethnic backgrounds and with varying physical and mental abilities.

Sales transactions may be completed:

- face to face
- over the telephone
- online.

Routine customer questions may relate to:

- price and price reductions
- quality
- availability
- features and benefits.

Problem solving may be affected by:

- store policies and procedures
- resource implications.

Unit Sector(s)**Sector**

Cross-Sector

Competency field**Competency field**

Sales