



Australian Government

Department of Education, Employment and Workplace Relations

SIRXSL005A Manage sales and service delivery

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 monitor, maintain and improve sales and service delivery. It involves market research, developing new markets and marketing products and services within the culture of the overall store policy.

Application of the Unit

Application of the unit

This unit requires the team member to develop and maintain excellence in sales and service delivery by ensuring the provision of a well-resourced working environment for fellow staff. The team member is required to proactively pursue the continuous improvement of operations by seeking, evaluating and reporting feedback from customers and colleagues on sales and service delivery and working conditions; and locating and negotiating adequate supply of stock and other necessary resources in accordance with store policy. Those with managerial responsibly undertake this role.

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	Monitor, maintain and improve sales and service delivery.	1.1	Implement, communicate and review <i>policies and procedures for sales and service delivery</i> on a regular basis.
		1.2	Maintain adequate <i>resource</i> allocation for client service provision in line with <i>store policy and procedures</i> .
		1.3	Resolve <i>customer</i> complaints that have been referred by <i>staff</i> , according to store policy.
		1.4	Ensure sales and service targets and plans are consistent with quality and functional <i>specifications</i> .

ELEMENT**PERFORMANCE CRITERIA**

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| 1.5 | Monitor sales and service targets and plans to ensure that customer requirements are met, and take appropriate remedial action if required. |
| 1.6 | Communicate sales and service targets and plans to <i>relevant personnel</i> according to implementation schedules. |
| 1.7 | Provide <i>feedback</i> to staff on operations and outcomes. |
| 1.8 | Encourage staff to take responsibility for meeting customer requirements. |
| 1.9 | Seek and use feedback from customers to improve future operations. |
| 1.10 | Take corrective measures to minimise <i>factors that may cause disruption to operations</i> . |
| 1.11 | Monitor and evaluate effectiveness of corrective actions for future operational planning. |
| 1.12 | Ensure current and accurate <i>records</i> on sales are available to authorised personnel. |
| 1.13 | Interpret and act on relevant reports as required. |
| 2 | Negotiate supply of goods. |
| 2.1 | <i>Negotiate</i> and implement <i>arrangements with suppliers</i> according to store policies and procedures and communicate to relevant personnel. |
| 2.2 | Authorise and communicate special pricing arrangements and customer payment agreements to relevant staff and management personnel according to store policy. |
| 2.3 | Monitor records of suppliers and stock for accuracy and legibility and take appropriate action where necessary. |
| 2.4 | Identify and communicate to relevant personnel market factors affecting <i>supply</i> . |
| 2.5 | Convey complete and accurate records of negotiations and agreements to appropriate personnel within designated time limits. |
| 2.6 | Take immediate corrective action where potential or actual <i>problems with supply</i> are indicated. |
| 2.7 | Identify and develop new suppliers to maintain and improve sales and service delivery. |

ELEMENT	PERFORMANCE CRITERIA
3 Establish customer requirements.	3.1 Plan and develop strategies to enhance provision of customer service according to store policy.
	3.2 Research and accurately <i>analyse customer needs</i> in regard to local geographic and cultural issues.
4 Provide productive work environment.	4.1 Establish and maintain a sufficient supply of resources of the necessary quantity and quality to meet customer requirements.
	4.2 Regulate and monitor access to and use of resources for maximum efficiency.
	4.3 Maintain staff working conditions that meet requirements of <i>relevant legislation</i> and store policy.
	4.4 Ensure that maintenance frequency and use of equipment conform to recommended schedules and procedures.
	4.5 Replace, repair or adapt resources that do not meet requirements as soon as practicable and with minimum disruption to work activity.
	4.6 <i>Communicate recommendations</i> for improving conditions to relevant personnel within designated timeframe.
	4.7 Maintain complete, accurate records and make them available to authorised personnel.

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:
 - communicate with staff through clear and direct communication
 - ask questions to identify and confirm requirements
 - share information
 - use language and concepts appropriate to cultural differences
 - use and interpret non-verbal communication
- negotiating with suppliers and customers
- presentation skills
- using new technology
- literacy skills in regard to:
 - researching, analysing and interpreting a broad range of written material
 - preparing reports
 - documenting results
- numeracy skills in regard to:
 - interpreting and maintaining data
 - estimating volume
 - calculating costs and pricing arrangements.

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

- store policies and procedures in regard to:
 - sales and service delivery
 - supply specifications
 - quality assurance and control
 - stock maintenance and control
 - pricing procedures, including GST requirements
- store merchandise and service range
- store merchandising plan
- range and availability of new products and services
- customer demand and market trends
- product quality standards
- relevant legislation and statutory requirements

REQUIRED SKILLS AND KNOWLEDGE

- relevant industry codes of practice
- principles and techniques in:
 - purchasing and supply specifications
 - stock control
 - interpersonal communication.

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 maintains, monitors and evaluates sales and service delivery
- communicates sales and service targets and plans and provides feedback on operations and outcomes to relevant personnel in accordance with store policy
- proactively improves sales and service delivery operations
- accurately interprets and maintains data on sales and services delivery
- negotiates and arranges supply of goods according to store policy and procedures
- consistently authorises pricing and payment agreements according to store policy and procedures
- consistently maintains, monitors and evaluates supply of stock.

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
 - sales and service delivery targets and plans
 - records of sales and service
 - legislation and statutory requirements
 - industry codes of practice
 - OHS legislation and codes of practice
- suppliers
- a team.

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
- research report
- written or verbal questioning to assess knowledge and understanding
- 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.

Policies and procedures for sales and service delivery may involve:

- service standards
- staff presentation
- customer complaints
- staff induction
- customer service and sales training.

Resources may include:

- people
- materials
- equipment and technology
- finances
- time.

Store policy and procedures in regard to:

- the acquisition and sale of products and services
- quality assurance and control
- interaction with customers
- interaction with other team members
- OHS.

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.

RANGE STATEMENT

Staff may include:

- full-time, part-time, casual or contract staff
- people from a range of social, cultural and ethnic backgrounds
- people with varying degrees of language and literacy levels.

Specifications may include:

- customer agreements
- operational means for meeting agreements
- specific functional duties within the organisation.

Relevant personnel may include:

- managers
- supervisors
- members of own or other work teams.

Feedback may be sought and given:

- verbally
- in writing
- in groups
- individually.

Factors that may cause disruption to operations may include:

- supply
- operational resources
- quality of materials.

Records may be:

- hard copy
- electronic.

Techniques used to *negotiate* with suppliers may include:

- face to face contact
- correspondence
- meetings
- telephone
- email.

RANGE STATEMENT

Arrangements with suppliers may relate to:

- pricing
- delivery
- partnerships and exclusivity
- credit levels.

Sources of *supply* may include:

- people
- external organisations
- internal departments and teams.

Problems with supply may involve:

- quality
- quantity
- coverage or content
- time schedules or scales
- cost.

Methods used to *analyse customer needs* may be:

- quantitative
- qualitative.

Relevant legislation may include:

- federal, state and local legislation
- OHS
- equal employment opportunity and anti-discrimination laws.

Recommendations may be communicated to:

- higher-level managers
- subordinates
- colleagues, specialists, staff from other departments
- external organisations with a health, safety or environmental responsibility
- government bodies.

Unit Sector(s)

Sector Cross-Sector

Competency field

Competency field Sales