



Australian Government

Department of Education, Employment and Workplace Relations

SIRXSL201 Sell products and services

Release: 1

SIRXSL201 Sell products and services

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 SIRXSL001A Sell products and services.

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 key selling skills, from approaching the customer to closing the sale.

It requires a basic level of product knowledge and 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 used to maximise sales, according to industry codes of practice, relevant legislation and store policy.

Application of the Unit

This unit applies to frontline sales personnel.

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. Develop and apply product knowledge.	<p>1.1.Develop <i>product knowledge</i> by accessing <i>relevant sources of information</i> and confirm with relevant staff.</p> <p>1.2.Apply knowledge of the use and application of relevant products and services in interactions with customers according to store policy and <i>legislative requirements</i>.</p> <p>1.3.Identify gaps in product knowledge and resolve by accessing relevant sources of information.</p>
2. Approach customer.	<p>2.1.Identify <i>customers</i> by name where possible.</p> <p>2.2.Develop knowledge of customer buying behaviour by accessing relevant sources of information.</p> <p>2.3.Determine and apply appropriate timing of customer approach according to store policy and customer behaviour.</p> <p>2.4.Initiate customer contact according to store policy.</p> <p>2.5.Convey a positive impression to encourage customer interest according to store policy.</p>
3. Gather and respond to information.	<p>3.1.Apply questioning techniques and listening skills to determine customer buying motives and requirements.</p> <p>3.2.Interpret and clarify non verbal communication cues.</p> <p>3.3.Direct customer to specific merchandise according to customer requirements and store policy.</p>
4. Sell benefits.	<p>4.1.Match customer needs to appropriate products and services.</p> <p>4.2.Communicate knowledge of product features and benefits clearly to customers.</p> <p>4.3.Describe product use and safety requirements to customers.</p> <p>4.4.Refer customers to appropriate product specialist as required.</p> <p>4.5.Answer <i>routine customer questions</i> about merchandise accurately and honestly or refer to senior sales staff.</p>
5. Overcome objections.	<p>5.1.Identify and acknowledge customer objections according to store policy.</p> <p>5.2.Categorise objections into price, time and merchandise characteristics and consider solutions.</p>

- 5.3. Offer solutions to customer objections according to store policy.
- 5.4. Apply *problem solving* within personal scope of responsibilities to overcome customer objections or refer to senior staff.
- 6. Close sale.
 - 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.
- 7. Maximise sales opportunities.
 - 7.1. Recognise and apply opportunities for making additional *sales* according to store policy.
 - 7.2. Advise customer of complementary products or services according to customer's identified need.
 - 7.3. Review personal sales outcomes and consider strategies to maximise future sales in consultation with relevant staff.

Required Skills and Knowledge

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

Required skills

- communication and interpersonal skills to:
 - handle difficult customers
 - verbal and non-verbal communication skills to:
 - question, listen and observe
 - overcome objections and close sale
- literacy and numeracy skills to:
 - handle payments for goods
 - read product information
 - read store policies and procedures
 - record information
 - weigh and measure goods
- selling skills to use a range of selling techniques

Required knowledge

- customer types and needs, including:
 - customer behaviour and cues
 - customer buying motives
 - demographics, lifestyle and income
 - individual and cultural differences
 - types of customer needs, such as:
 - functional
 - psychological
- relevant industry codes of practice, legislation and statutory requirements relating to the sale of products and services
- selling techniques, including:
 - add-ons and complementary sales
 - closing techniques
 - opening techniques
 - overcoming customer objections
 - recognising buying signals
 - using strategies to focus customer on specific merchandise
- specific product knowledge for area or section
- store merchandise and service range
- store policies and procedures in regard to:
 - allocated duties and responsibilities
 - selling products and services and sales performance

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:

- 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
- applies store policies and procedures in regard to selling products and services
- maximises sales opportunities according to store policies and procedures
- 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.

Context of and specific resources for assessment

Assessment must ensure access to:

- a real or simulated 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.

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 the candidate in the workplace
- 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.

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.

Product knowledge
may include:

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

Relevant sources of information may include:

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

Legislative requirements may include:

- industry codes of practice
- liquor laws
- lottery legislation
- work health and safety (WHS)
- sale of second-hand goods
- sale of X and R-rated products
- tobacco laws
- Australian consumer law and fair trading Acts
- trading hours
- transport, storage and handling of goods.

Customers may include:

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

Routine customer questions may relate to:

- availability
- features and benefits
- price and price reductions

Problem solving may be affected by:

- quality.
- resource implications
- store policies and procedures.

Sales transactions may be completed:

- face-to-face
- online
- over the telephone.

Unit Sector(s)

Cross-Sector

Competency Field

Sales