



Australian Government

Department of Education, Employment and Workplace Relations

SIRXSL304 Coordinate sales performance

Release: 1

SIRXSL S304 Coordinate sales performance

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 SIRXSL S003A Coordinate sales performance.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to implement and monitor store policies and procedures and relevant legislation in relation to sales transactions, and to provide feedback to management and staff on sales performance in relation to sales targets and planning.

Application of the Unit

This unit applies to staff with managerial responsibility required to monitor store policies and procedures, and provide feedback to management in relation to sales targets and planning.

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. Implement sales policies and procedures.	<p>1.1. Implement and monitor adherence to <i>store policy and procedures</i> and <i>relevant legislation</i> in regard to <i>selling</i>.</p> <p>1.2. Implement and monitor store policy and procedures in regard to <i>sales transactions</i>.</p> <p>1.3. Monitor <i>team</i> to ensure information is entered into point-of-sale equipment accurately.</p> <p>1.4. Monitor team to ensure the efficient and safe <i>handling</i> of goods through point-of-sale areas.</p> <p>1.5. Monitor team to ensure that products and services are matched to <i>customer</i> needs.</p>
2. Provide feedback and coaching to improve implementation of sales policies and procedures.	<p>2.1. Provide individual information and coach sales team members in store policy and procedures and relevant legislation in regard to selling.</p> <p>2.2. Provide individual information and coach sales team members on the implementation of store policy and procedures in regard to sales transactions.</p> <p>2.3. Provide support to team members to promote sales and service techniques.</p>
3. Monitor achievement of sales targets.	<p>3.1. Monitor and record individual and department sales targets according to store policy.</p> <p>3.2. Monitor and record store sales results in line with sales targets and according to store policy.</p> <p>3.3. Provide <i>feedback</i> to management and staff on sales performance in relation to sales targets and planning.</p>

Required Skills and Knowledge

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

Required skills

- communication and interpersonal skills to:
 - ask questions to identify and confirm requirements
 - give instructions
 - provide feedback, coaching and performance analysis through clear and direct communication
 - share information
 - use and interpret non-verbal communication
 - use language and concepts appropriate to cultural differences
- literacy and numeracy skills to:
 - analyse store, department and individual sales figures
 - process and record information
 - read store policy and procedures

Required knowledge

- customer profiles
- factors that enhance sales performance
- location of store departments and importance of sales to store performance
- pricing procedures, including GST requirements
- principles and techniques of interpersonal communication
- relevant industry codes of practice
- relevant legislation and statutory requirements, including:
 - work health and safety (WHS) requirements
 - sustainability requirements
- stock control procedures
- store and department sales targets
- store merchandise and services
- store policies and procedures in regard to:
 - allocated duties and responsibilities
 - efficient use of resources
 - internal and external customer contact
 - selling 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:

- applies store policies and procedures and industry codes of practice in regard to customer service and selling products and services
- implements and monitors store policies and procedures in relation to sales transactions, including non-cash sales and variations to standard sales transactions
- provides information and coaching to sales team members to improve sales policy implementation
- monitors and provides feedback to management and staff on sales performance in relation to sales targets and planning.

Context of and specific resources for assessment

Assessment must ensure access to:

- a retail work environment
- relevant documentation, such as:
 - policy and procedures manuals
 - individual and department sales targets and results
 - reporting proforma
 - legislation and statutory requirements
- a sales team
- point-of-sale equipment and materials.

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
- 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.

- Store policy and procedures*** in regard to:
- allocated duties and responsibilities
 - efficient use of resources
 - internal and external customer contact
 - reporting
 - sales transactions
 - selling products and services.
- Relevant legislation*** may include:
- environmental and sustainability legislation
 - industry codes of practice
 - liquor laws
 - lottery legislation
 - WHS
 - pricing procedures, including GST requirements
 - 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.
- Selling*** may include:
- face-to-face
 - internet
 - telephone.
- Sales transactions*** may include:
- cash
 - cheque
 - credit card
 - EFTPOS
 - gift voucher
 - lay-by
 - store card.
- Team*** may include:
- full-time, part-time, casual or contract staff
 - people from a range of cultural, social and ethnic
 - people with varying degrees of language and literacy.
- Handling*** techniques may vary according to:
- industry codes of practice
 - WHS
 - stock characteristics.

- Customers** may include:
- customers with routine or special requests
 - internal or external contacts
 - new or repeat contacts
 - people from a range of social, cultural and ethnic backgrounds
 - people with varying physical and mental abilities.
- Feedback** to management and staff may include:
- business documents
 - email
 - financial reports
 - informal meetings
 - presentations
 - records of store sales
 - reports.

Unit Sector(s)

Cross-Sector

Competency field

Sales