



Australian Government

TLI4005 Market services and products to clients

Release: 1

TLII4005 Market services and products to clients

Modification History

Release 1. This is the first release of this unit of competency in the TLI Transport and Logistics Training Package.

Application

This unit involves the skills and knowledge required to market services and products to clients.

It includes recognising and acting on opportunities to promote products and services, establishing and maintaining contact with clients as well as negotiating and closing sales, in accordance with statutory retail practice and workplace procedures.

Work involves discretion and judgement for self and others. It is performed under minimum supervision with general guidance on progress and outcomes.

Work involves responsibility for marketing services and products to clients and for leading individuals or teams.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Pre-requisite Unit

Not applicable.

Competency Field

I – Customer Service

Unit Sector

Not applicable.

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1 Recognise opportunities to promote products and services

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

1.1 Products and services available for on-selling from the enterprise are identified

1.2 Technical specifications and application/s of products and services are identified

- 1.3 Applicability of products and/or services are matched to particular clients or client groups
 - 1.4 Features of products and services (including technical specifications) are explained in relation to customer requirements or potential requirements
 - 1.5 Clients are referred to expert personnel or services as required
- 2 Establish and maintain contact with clients**
- 2.1 Communication with clients is established and maintained to develop a professional relationship
 - 2.2 Clients are informed of the full range of business products
 - 2.3 Follow-up contacts with clients are made on client request and in accordance with enterprise policy
- 3 Negotiate sales**
- 3.1 Potential sales opportunities are recognised and acted on
 - 3.2 Enterprise professional standards and client satisfaction are maintained in negotiations with clients
- 4 Close sales**
- 4.1 Agreement documentation is completed in accordance with enterprise policy, incorporating any special requirements
 - 4.2 Contact with customers is maintained until sale is completed
 - 4.3 After-sales service is provided in accordance with enterprise procedures and statutory requirements

Foundation Skills

Foundation skills essential to performance are explicit in the performance criteria of this unit of competency.

Range of Conditions

Range is restricted to essential operating conditions and any other variables essential to the work environment.

Non-essential conditions can be found in the Companion Volume Implementation Guide.

Unit Mapping Information

This unit replaces and is equivalent to TLII4005A Market services and products to clients.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=df441c6e-213d-43e3-874c-0b3f7036d851>