



Australian Government

Department of Education, Employment and Workplace Relations

WRRS4B Build relationships with customers

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit builds on units WRRS1B Sell products and services and WRRS2B Advise on products and services. It involves the use of advanced sales techniques in building relationships with customers and interacting with customers, applying expert product knowledge as it relates to the customer, dealing with difficult customers, establishing and maintaining a customer database, and conducting sales presentations.

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Application of the Unit

Not applicable.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Not applicable.

Elements and Performance Criteria Pre-Content

Not applicable.

Elements and Performance Criteria

Elements and Performance Criteria

Element	Performance Criteria
1 Establish rapport with customers	<p>1.1 Rapport/relationship with customer established and a genuine interest in customer needs/requirements expressed to enhance customer commitment, trust and credibility of store and to build return customer base.</p> <p>1.2 Professional ethics maintained with the customer to promote store image and credibility.</p> <p>1.3 Customer needs and preferences accurately clarified to maximise sales opportunities.</p> <p>1.4 Sales opportunities maximised by use of add on and complementary sales techniques.</p> <p>1.5 Customer given space and time to evaluate purchase decision, while time is used to maximum advantage for customer and store.</p> <p>1.6 Effective methods of closing sales demonstrated.</p>
2 Apply expert knowledge	<p>2.1 Customer provided with accurate information regarding product and service appraisals, correct statements and warranties according to legal requirements.</p> <p>2.2 Detailed knowledge of supplier and/or manufacturer information provided according to customer needs and within guidelines of commercial confidentiality.</p> <p>2.3 Product/stock range evaluated, features and benefits of products/services accurately demonstrated where appropriate and recommendations made to the customer to maximise sales potential.</p> <p>2.4 Customer interest in product/service maximised through price negotiation where applicable and payment/credit options offered according to store policy.</p> <p>2.5 Prices and/or discounts accurately calculated</p>

- according to pricing determinants and store policy.
- 3 Provide post sales support
 - 3.1 Evidence of ongoing support accurately provided as sale is concluded.
 - 3.2 Back up service accurately explained and customer reassured according to legal requirements and store policy.
 - 3.3 Customer provided with store/salesperson's contact details to provide line of contact and customer followed up according to store policy.
 - 3.4 Customer and/or transaction details accurately entered to customer database.
 - 4 Plan sales presentations
 - 4.1 Presentation planned to complement product characteristics.
 - 4.2 Client group selected according to product characteristics and store merchandising policy.
 - 4.3 Promotional materials accessed where required and distributed to client group.
 - 4.4 Range of products/services selected and prepared for presentation to reflect store image, demographics and merchandising plan.
 - 5 Implement sales presentation
 - 5.1 Numbers of support staff, where required, sufficient and adequately briefed for presentation.
 - 5.2 Communication skills applied to effectively create interest, focus attention, encourage customer interaction with individuals and/or groups.
 - 5.3 Products/services demonstrated to create a buying environment.
 - 5.4 Results of sales presentation measured according to predetermined criteria, overall performance reviewed, and results applied to future sales presentations according to store sales policy.
 - 6 Maintain and utilise a customer data base
 - 6.1 Customer confidentiality maintained as required by store policy and legal requirements.
 - 6.2 Customer records accurately developed, regularly maintained and securely stored according to store policies and procedures.

- 6.3 Regular customers accurately identified and followed up according to store marketing policy.
 - 6.4 Customer records accurately utilised to advise customers on products and services of possible interest.
 - 6.5 Customer clubs and reward schemes implemented where required according to store promotional activities.
- 7 Deal with difficult customers
- 7.1 Customer complaints/problems acknowledged and customer supported reassuringly to produce positive outcome.
 - 7.2 Customer encouraged to verbalise issue and active listening used to minimise customer frustration.
 - 7.3 Customer's confidence in the sales assistant and product/service developed to promote long term commitment and trust to store.
 - 7.4 Mutually acceptable resolution of complaint established.

Required Skills and Knowledge

Not applicable.

Evidence Guide

The following components of the evidence guide relate directly to the performance criteria and the range of variables for the unit of competency and provide guidance for assessment of the unit in the workplace and/or training program.

Critical Aspects of Evidence

Competency in this unit requires evidence that the candidate:

Consistently applies store policies and procedures, in regard to selling products and services, dealing with customers, planning and implementing sales presentations and providing after sales support.

Consistently applies industry codes of practice, relevant legislation and statutory requirements in regard to selling products and services.

Consistently develops customer commitment to store and builds return customer base by establishing rapport/relationship with customer, maintaining professional ethics, and accurately discerning customer buying motives and customer needs/requirements.

Consistently maximises sales opportunities by using effective selling techniques, applying detailed product knowledge and using an appropriate sales approach to sell the benefits of products, overcome objections and close sales.

Consistently and accurately applies detailed knowledge of manufacturers'/suppliers' supply, back up service and warranty information to enhance customer support.

Consistently uses effective questioning, listening and observation skills to accurately determine customer requirements.

Consistently and effectively plans, prepares and conducts sales presentations and briefs support staff where required, to create a buying environment and maximise sales performance.

Consistently evaluates personal and or team sales performance to maximise future sales.

Consistently and accurately establishes, records and maintains customer records/details, maintains customer confidentiality, ensures secure storage and uses customer records to maximise customer interest and create a buying atmosphere.

Consistently resolves customer complaints by acknowledging problems and supporting customer to produce positive outcomes and obtain mutually acceptable complaint resolution.

Underpinning Skills and Knowledge

Knowledge and skills are essential to apply this unit in the workplace, to transfer to other contexts and deal with unplanned events. The requirements for this unit of competency are listed below:

Knowledge of:

Store policies and procedures, in regard to:

establishing, maintaining and utilising customer records

updating and maintaining customer mailing lists

methods of maintaining customer confidentiality and secure storage of customer details

price negotiation and payment/credit options

resolving customer complaints

Store/area merchandise and service range

Relevant legislation and statutory requirements

Relevant industry codes of practice

Occupational health and safety requirements such as:

manual handling

plant and equipment
hazardous substances and dangerous goods
workers compensation

Customer types and needs including:
customer buying motives/customer behaviour and cues
individual and cultural differences, demographics/lifestyle/income
types of customer needs, eg functional, psychological

Pricing procedures including Goods and Services Tax (GST) requirements

Skills in:

Selling techniques
opening and closing techniques
buying signals
strategies to focus customer on specific merchandise
add ons and complimentary sales
overcoming customer objections

Presentation skills

Conflict resolution

Interpersonal communication

Accessing relevant product information

Literacy skills in regard to:

reading and understanding product information
reading and understanding store policies and procedures
recording client and sales information

Generic Process Skills

There are a number of processes that are learnt throughout work and life which are required in all jobs. They are fundamental processes and generally transferable to other work functions. Some of these are covered by the **key competencies**, although others may be added. The questions below highlight how these processes are applied in this unit of competency.

Following each question a number indicates the level to which the key competency needs to be demonstrated where 0 = not required, 1 = perform the process, 2 = perform and administer the process, and 3 = perform, administer and design the process.

How can **communication of ideas and information** be applied?

Ideas and information will need to be communicated to customers and to support staff. (2)

How can **information be collected, analysed and organised**?

Information on products and services will need to be collected, analysed and organised. (2)

How are **activities planned and organised**?

Planning presentations will require activities to be planned and organised. (2)

How can **team work** be applied?

Team work will be applied when briefing staff members on product/service information. (2)

How can the use of **mathematical ideas and techniques** be applied?

Mathematical ideas and techniques will be applied when negotiating price and credit options. (2)

How can **problem solving skills** be applied?

Problem solving skills will be applied when dealing with customer complaints and establishing acceptable resolution. (2)

How can the **use of technology** be applied?

The use of technology will be applied through calculating prices and/or discounts and maintaining customer database. (2)

Context of assessment

Assessment Process

For valid and reliable assessment of this unit, evidence should be gathered through a range of methods to indicate consistent performance.

It can be gathered from assessment of the unit of competency alone, through an integrated assessment activity or through a combination of both.

Evidence should be gathered as part of the learning process.

Integrated Competency Assessment

Evidence is most relevant when provided through an integrated activity which combines the elements of competency for each unit, or a cluster of units of competency.

The candidate will be required to

Apply knowledge and skills which underpin the process required to demonstrate competence, including appropriate key competencies.

Integrate knowledge and skills critical to demonstrating competence in this unit.

Unit WRRS4B can be assessed with other units which make up a specific job function.

Evidence Gathering Methods

Evidence should include products, processes and procedures from the workplace context.

Evidence might include:

Observation of the person in the workplace

Third party reports from a supervisor

Customer feedback

Answers to questions about specific skills and knowledge

Resources Required

A retail work environment

Relevant sources of product information

Relevant documentation, such as:

store policy and procedures manuals

industry codes of practice and relevant legislation

occupational health and safety legislation/regulations/codes of practice

Access to a range of customers with different requirements

Access to an appropriate range of products and/or equipment

Access to a customer data base system

The following components of the evidence guide relate directly to the performance criteria and the range of variables for the unit of competency and provide guidance for assessment of the unit in the workplace and/or training program.

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Consistently evaluates personal and or team sales performance to maximise future sales.

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Range Statement

The Range of Variables provide the range of applications of this unit of competency to allow for differences within enterprises and workplaces. It provides details of practices, knowledge and requirements referred to in the elements and performance criteria. The variables chosen in training and assessment will depend on the work contexts.

The following variables may include but are not limited to:

Store policies and procedures in regard to:

selling products and services

maintaining and utilising client records

promotional, marketing, discounting and reward programs

dealing with difficult customers

Legal requirements may include:

Trade Practices Act

environmental protection legislation

occupational health and safety requirements

transport, storage and handling of goods

pricing procedures including Goods and Services Tax (GST) requirements

privacy laws

liquor laws

tobacco laws

sale of second hand goods

health and welfare law specific to local government, state and federal legislation

Customer personal details may include:

customers name and contact details

transactions records

personal preferences

anniversaries/special dates

details of items bought or returned

Customer needs and preferences or requirements may include:

product type

brand

size

product characteristics

customer physical needs

price

Customer database may be:

manual

computer based

Customer loyalty schemes may include:

customer clubs

customer reward schemes

credit or discount facilities

special offers

Sales techniques will include:

add on, complementary products/services

selling up or down

suggestive selling

variety of methods of closing sales

Customers may include:

regular and new customers

people from a range of social, cultural or ethnic backgrounds and physical and mental abilities

Sales presentations may be:

in house

on client site

visual

verbal

Difficult customers may include:

aggressive

assertive

passive

fussy

demanding

rude

exasperated

arrogant

Interpersonal skills associated with verbal and non-verbal communication may include:

identification of customer cues

dealing with a single customer

families or groups

Back up service may include:

delivery specifications

warranties/guarantees

Customer needs may be clarified through:

observation

appropriate questioning

active listening

empathy

reassurance and confirmation

Maintaining professional ethics with the customer may include:

honesty

positive statements

confirmed appraisals of products and services

Product characteristics may include:

features and benefits

price range

supplier or manufacturer information

target group

Promotional materials may include:

brochures

pamphlets

posters

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Unit Sector(s)

Not applicable.