



Australian Government

Department of Education, Employment and Workplace Relations

WRRSS8B Recommend cameras, photographic equipment and services

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit builds on unit WRRS2B Advise on products and services. It involves the application of manufacturer's product information and the basic principles of photography to provide advice to customers and other sales staff, with regard to the design features, technical characteristics, warranties and prices of cameras, and miscellaneous photographic equipment and supplies. It also includes the provision of information on store camera and photographic services and repairs.

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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 Research store camera and photographic product range	<ul style="list-style-type: none">1.1 Product knowledge developed by accessing relevant sources of information.1.2 Products correctly identified according to relevant product information.1.3 Knowledge and application of manufacturer's technical information developed.1.4 Operation of store products accurately demonstrated according to store policy.1.5 Film loading and unloading techniques for camera product range accurately demonstrated.
2 Recommend cameras and photographic equipment	<ul style="list-style-type: none">2.1 Customers needs accurately identified.2.2 Technical features and benefits from manufacturer's specifications accurately conveyed to customers to assist buying decisions according to legislative requirements.2.3 Operation of camera/photographic equipment demonstrated or explained to customers in a systematic manner as required to create a buying environment.
3 Advise on product warranties	<ul style="list-style-type: none">3.1 Comparisons between product/manufacturer's warranties clearly explained to customers.3.2 Individual product warranty terms and conditions confirmed by accessing relevant sources of information and accurately conveyed to customers.3.3 Customer provided with written information regarding individual product warranty terms and conditions, especially extended or promotional warranties according to store policies and procedures.

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|---|---|-----|--|
| 4 | Negotiate price and payment options | 4.1 | Store recommended retail pricing for various brand options accurately conveyed to customers according to legislative requirements. |
| | | 4.2 | Individual product prices negotiated where necessary according to store policy to achieve a sale. |
| | | 4.3 | Store payment options accurately conveyed to customers and a preferred option negotiated following store procedures. |
| 5 | Advise on and arrange photographic services and repairs | 5.1 | Customer advised on store range of photographic services according to store policy and procedures. |
| | | 5.2 | Customer questioned to determine nature of problem. |
| | | 5.3 | Problem diagnosed in terms of operator/camera/processing faults by accessing manufacturer's or film processor information. |
| | | 5.4 | Solutions offered according to nature of problem, available product/processing information and store policy. |
| | | 5.5 | Service/repair process identified and accurately described to customer as required according to store policy. |
| | | 5.6 | Price and timelines for basic service/repairs identified and quoted to customer where applicable. |
| | | 5.7 | Customer details identified and accurately transcribed to repair forms according to store procedures and legal requirements. |
| | | 5.8 | Item for repair labelled and securely stored according to store policy. |
| | | 5.9 | Customer notified without undue delay on arrival/completion of service/repair. |

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:

Continually updates and applies product knowledge to provide comprehensive advice to customers and staff, including technical information and basic principles of light/photography and film exposure, type and speed.

Consistently applies store policies and procedures and industry codes of practice in regard to sales/customer service procedures.

Advises customers and informs sales team members of quality, design features, benefits and operation/performance characteristics of store range of cameras and photographic equipment and supplies.

Advises on stock availability and warranties and price/payment options.

Applies problem solving strategies to assist customers with operator/camera/processing faults.

Advises on, negotiates and arranges camera and photographic equipment product services and repairs in accordance with store policy and procedures.

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:

sales/customer service

methods of dealing with special needs/requests of customers

customer complaints

Manufacturers technical information, including application of light principles

Camera and photographic equipment accessories, including film, lenses and lens systems, filters, batteries, lighting equipment and photo processing supplies

Advanced Photo Systems (APS), including large, medium and small film format

Store camera, film processing and repair services

Pricing procedures including Goods and Services Tax (GST) requirements

Relevant legislation and statutory requirements

Relevant industry codes of practice

Relevant occupational health and safety legislation/regulations/codes of practice

Skills in:

Interpersonal communication skills

Operating camera and photographic equipment

Literacy skills in regard to:

reading and interpreting product specifications

Numeracy skills in regard to:

basic principles of photography, including film/film speed, aperture, focal length, shutter speed

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?

By establishing customer needs and recommending relevant equipment and services. (2)

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

By identifying manufacturer technical information and relaying it to customer requirements. (2)

How are **activities planned and organised**?

By identifying comparisons between products and being able to explain these to customers. (2)

How can **team work** be applied?

Team work can be applied when discussing product information with team members. (2)

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

Negotiating price and payment options will require the use of mathematical ideas and techniques. (2)

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

Establishing problems with equipment and identifying solutions will require problem solving skills. (2)

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

Operating camera equipment and computer processes requires the use of technology. (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 WRRSS8B can be assessed with other units that make up a particular 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 an appropriate range of cameras and photographic equipment

Access to a range of customers with different requirements

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Advises on stock availability and warranties and price/payment options.

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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 policy and procedures with regard to:

selling camera and photographic products and services

Store merchandise range may include:

cameras, including compacts, focus free/fixed, auto focus, twin lens and zoom, digital

lens systems, including single lens reflex (SLR), interchangeable lens, auto/manual focus

electronic flash

advance photo systems

video cameras including VHS-C, SVHS-C, Video 8, H8

accessories, including film, lens, filters, batteries, flash guns, lighting equipment, tripods,

books/manuals, albums/frames, photo processing supplies, binoculars and telescopes

Store service range may include:

product service and repairs

film processing, enlargements, enhancements

framing

Diagnosis of problems may occur:

face to face

by telephone

by correspondence

Customers may include:

people with routine or special requests

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

Relevant sources of information may include:

suppliers product leaflets

store product manuals

sales representatives

Internet

warranty information

customer feedback

staff members

contacting suppliers direct

Product/technical information may include:

operation and use

quality

brand options

product and design features

manufacturing process

country of manufacture

price

application of light principles

film exposure

film speed

film type

focal length

depth of field

aperture and shutter speed

Legislative requirements may include:

consumer law

occupational health and safety

environmental protection

waste disposal

pricing procedures including Goods and Services Tax (GST) requirements

sale of second hand goods

industry codes of practice

Trade Practices and Fair Trading Acts

hazardous substances and dangerous goods

Customer needs may include:

usage requirements

interests

skill level

price range

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Unit Sector(s)

Not applicable.