



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **WRWSL201A Sell products and services to business customers**

**Release: 1**

## **WRWSL201A Sell products and services to business customers**

### **Modification History**

Not applicable.

### **Unit Descriptor**

This unit involves the use of sales techniques and encompasses the key direct selling skills from the initial approach by the customer or service provider to closing the sale. It requires a basic level of product knowledge.

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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

<b>Element</b>	<b>Performance Criteria</b>
1 Apply product knowledge	<p>1.1 Knowledge of the use and application of relevant products and services demonstrated.</p> <p>1.2 Experienced sales staff or product information guide consulted to increase product knowledge.</p>
2 Identify specific customer types and behaviour	<p>2.1 Customers identified by type.</p> <p>2.2 Factors influencing specific customer purchase decisions determined.</p> <p>2.3 Factors influencing an individual's buying behaviour isolated and examined.</p> <p>2.4 Buying behaviours of different types of customers determined.</p> <p>2.5 Sales approaches and techniques required for different customer types determined.</p> <p>2.6 Sales techniques required for customers evidencing specific buying behaviour determined.</p>
3 Sell products to customers	<p>3.1 Effective sales approaches and techniques employed whether the customer or the service provider initiates contact.</p> <p>3.2 Effective sales approach identified and applied given mode of communication used to interact with customer.</p> <p>3.3 Empathy created between service provider and customer.</p> <p>3.4 Buying behaviour customer determined.</p> <p>3.5 Customer need for specific merchandise confirmed and promoted.</p>
4 Gather information	<p>4.1 Questioning techniques applied to determine customer buying motives.</p> <p>4.2 Listening skills used to determine customer requirements.</p>

- 4.3 Non-verbal communication cues interpreted and clarified.
  - 4.4 Customers identified by name where possible.
- 5 Sell benefits
  - 5.1 Customer needs matched to appropriate products and services.
  - 5.2 Knowledge of products' features and benefits communicated clearly to customers.
  - 5.3 Product use and safety requirements described or where possible demonstrated to customers.
  - 5.4 Customers referred to appropriate product specialist as required.
  - 5.5 Routine customer questions about merchandise, eg. price, price reductions, quality, usage, are answered accurately and honestly or referred to more experienced senior sales staff.
- 6 Overcome objections
  - 6.1 Customer objections identified and accepted.
  - 6.2 Objections categorised into price, time and merchandise characteristics.
  - 6.3 Solutions offered according to business policy and sales techniques.
  - 6.4 Problem solving applied to overcome customer objections.
- 7 Close sale
  - 7.1 Customer buying signals monitored, identified and responded to appropriately.
  - 7.2 Customer encouraged to make purchase decisions.
  - 7.3 Appropriate method of closing sale selected and applied.
- 8 Maximise sales opportunities
  - 8.1 Opportunities for making additional sales recognised and applied.
  - 8.2 Customer advised of complementary products or services according to customer's identified need.
  - 8.3 Personal sales outcomes reviewed to maximise future sales.

## **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 will inform and provide guidance for assessment of the unit in the workplace and/or training program. This Evidence Guide must be read in conjunction with the Assessment Guidelines for the National Wholesale Training Package.

### Critical aspects of evidence

Assessment requires evidence of the following be collected:

Applying product knowledge and using an appropriate sales approach to sell the benefits of products, overcome objections and close sales

Using questioning, listening and observation skills to accurately determine customer requirements

Consistently applying business policies and procedures, in regard to selling products and services

Maximising sales opportunities according to business policies and procedures

consistently applying industry codes of practice, relevant legislation and statutory requirements in regard to selling products and services

Evaluating personal sales performance to maximise future sales

Written and oral workplace-related documents that affect entry level employees, other than work-process items

Effectively communicating summary information to team members and senior colleagues

### Interdependent assessment of units

This unit may be assessed in conjunction with other units that form part of a job role or function.

### Underpinning knowledge and skills

Display knowledge in terms of job role or function:

Product knowledge including:

Characteristics

Features

Comparative advantages

Price

Availability

Special features (ie. warranties, after sales support, etc.)

A variety of strategies for closing sales

Business policies and procedures, in regard to:

Selling products and services

Allocated duties and responsibilities.

Business merchandise and service range.

Factors influencing customers decisions

Current sales performance

Occupational, health and safety aspects to job

Industry codes of practice

Relevant consumer law, commercial law and legislation

Display skills in terms of job role or function, including the ability to:

Demonstrate knowledge of specific products

Apply techniques covering:  
Verbal and non verbal communications  
Questioning/listening/observation  
Handling difficult customers  
Negotiating  
Problem solving

Match sales approaches to customer behaviour  
Use effective listening and questioning techniques  
Respond to customer questions  
Identify and categorise customer objections  
Recognise opportunities for additional sales to same customer  
Monitor personal sales progress  
Willingness to learn from others

### **Resource Implications**

Access to required assessment evidence, time spent with assessee in assessment, competency outcomes and appropriate assessment facilities

### **Consistency in performance**

The assessment method should be conducted over time to cover all elements and performance criteria, across a range of variables.

Work practices should be in accordance with safe operating procedures to minimise the risk of injury to self or others or damage to goods, equipment or products

### **Context for assessment**

Assessment may occur on the job, or off-the-job.

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## Range Statement

The Range of Variables statement provides details of the scope of the Elements and Performance Criteria to allow for differences within enterprises and workplaces, including practices, knowledge and requirements. The Range of Variables also provides a focus for assessment and relates to the unit as a whole. The variables listed should be considered indicative rather than exhaustive and should be used as applicable to the job role or function.

### **General Contexts may include but are not limited to**

Type of products and services provided

Business policy and procedures with regard to the acquisition and sale of products and services

Size, type and location of business

Business merchandise range

Strategic measurement and evaluation systems and processes

Characteristics of the specific product(s) or service(s)

Management structure and communication relationships

Business service range

Customers including other businesses or end consumers serviced through business customers or directly

Customers may include people from a range of social, cultural or ethnic backgrounds and physical and mental abilities.

Customers with routine or special requests.

Regular and new customers.

Selling may be face to face or by telephone.

Levels of staffing, eg. staff shortages.

Varying levels of staff training.

Full-time, part-time or casual staff.

Worksite specific context, variations and environments.

### **Workplace Contexts may include but are not limited to**

Workplace-specific guidelines, policies and practices

Conditions of service, legislation and industrial agreements

Consultative processes may involve

Staff members

Teams

Management

Union representatives

Industrial relations, Occupational Health&Safety specialists

Other professional or technical staff

Relevant personnel may vary with context, level of employment, ascribed duties, nature of enquiry or response required.

### **Applicable State/ Territory/ Commonwealth regulations and legislation may include but are not limited to**

Occupational Health and Safety

Workplace relations

Workers compensation

Industry codes of practice

License, patent or copyright arrangements

Environmental protection legislation  
Equal Employment Opportunity and anti-discrimination law  
Emergency procedures  
Transport, storage and handling of goods  
Goods and Services Tax  
Australian Competition and Consumer Commission provisions  
Trade Practices Act

**Sources of information may include but are not limited to**

Legislation and regulations  
Work procedures and internal manuals  
Company operating procedures and instructions  
Manufacturer's specifications  
Supplier and/ or customer instructions  
Manifests  
Codes of practice  
Quality assurance systems, procedures and policies  
Awards, workplace agreements, and other industrial arrangements  
Oral/ verbal communication including face to face, telephone, Internet, radio, and such like  
Written instructions and communication such as data exchange, letters, e-mails  
Non-verbal communication  
Feedback  
Safety instructions and workplace signage  
Direct or indirect  
Electronic or hard copy  
Policy and protocols

**Work site environment factors may include but are not limited to**

**Product knowledge may include**

Warranties  
Corresponding benefits of various products  
Use-by dates  
Storage requirements  
Stock availability

**Purchase methods may include:**

Electronic Data Interchange  
Credit card  
Cheques  
Standing offers  
Cash  
Agreed means

**Records may include**

Purchase requests and orders  
Tender submissions and proposals  
Invoices and payment requests  
Statements and petty cash vouchers  
Offer and contract documents  
Evaluation process documentation  
Records of authorised officers' decisions  
Corporate credit card transaction statements

Records of supplier performance

Financial statements

Asset registers

Records of conversation

**Sales objectives/ targets may vary with**

Product and/ or service

Merchandising/ sales strategy

Sales

Promotional strategies and their duration, cycle, territory coverage and product or service focus.

**Sales techniques may include but not be limited to**

Gaining a customer

Closing a sale

Associates sales techniques including trade-up, trade-in, tie-ins, cut-ins, range-ins

Negotiation skills

Over-the-'phone empathy creation

Securing payment

**Credit check procedures may be**

Automated or manual

Completed internally or by external agent

**Credit card details include**

Card type

Card holder details

Card number

Expiry date

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Environmental protection legislation

Equal Employment Opportunity and anti-discrimination law

Emergency procedures

Transport, storage and handling of goods

Goods and Services Tax

Australian Competition and Consumer Commission provisions

Trade Practices Act

**Sources of information may include but are not limited to**

Legislation and regulations

Work procedures and internal manuals

Company operating procedures and instructions

Manufacturer's specifications

Supplier and/ or customer instructions

Manifests

Codes of practice

Quality assurance systems, procedures and policies

Awards, workplace agreements, and other industrial arrangements

Oral/ verbal communication including face to face, telephone, Internet, radio, and such like

Written instructions and communication such as data exchange, letters, e-mails

Non-verbal communication

Feedback

Safety instructions and workplace signage

Direct or indirect

Electronic or hard copy

Policy and protocols

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Corresponding benefits of various products  
Use-by dates  
Storage requirements  
Stock availability

**Purchase methods may include:**

Electronic Data Interchange  
Credit card  
Cheques  
Standing offers  
Cash  
Agreed means

**Records may include**

Purchase requests and orders  
Tender submissions and proposals  
Invoices and payment requests  
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Evaluation process documentation  
Records of authorised officers' decisions  
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Expiry date

## **Unit Sector(s)**

Not applicable.