



Australian Government

AHCMER303 Sell products and services

Release: 1

AHCMER303 Sell products and services

Modification History

Release	TP Version	Comment
1	AHCv1.0	Initial release

Application

This unit of competency describes the skills and knowledge required to sell products and services.

All work must be carried out to comply with workplace procedures, work health and safety legislation and codes.

This unit applies to individuals who work under broad direction and use discretion and judgement in the selection and use of available resources.

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

Pre-requisite Unit

Nil.

Unit Sector

Merchandising and Sales (MER)

Elements and Performance Criteria

Element	Performance criteria
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Engage customer	1.1 Approach customer in a timely and professional manner 1.2 Use interpersonal skills to engage customer 1.3 Present customers with purchase options that address their needs and assist to identify their preferred option 1.4 Identify personal and professional and legal limitations in addressing customer needs and seek assistance from appropriate personnel

Element	Performance criteria
2. Sell products and services	2.1 Determine prices and quotations on the advice of appropriate personnel and provide to customer 2.2 Complete sales to maximise potential for customer satisfaction 2.3 Identify and respond to opportunities for up selling and repeat sales
3. Maintain products	3.1 Handle and store products safely and efficiently 3.2 Complete documentation and re-ordering 3.3 Review sales techniques to enhance future sales results

Foundation Skills

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

Range of Conditions

Unit Mapping Information

This unit is equivalent to AHCMER303A Sell products and services.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c6399549-9c62-4a5e-bf1a-524b2322cf72>

Assessment Requirements for AHCMER303 Sell products and services

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Performance Evidence

The candidate must be assessed on their ability to integrate and apply the performance requirements of this unit in a workplace setting. Performance must be demonstrated consistently over time and in a suitable range of contexts.

The candidate must provide evidence that they can:

- engage customers
- identify the potential for a sale
- present purchase options to the customer
- provide quotations
- complete a sale
- follow enterprise work health and safety policies

Knowledge Evidence

The candidate must demonstrate knowledge of:

- customer needs in various merchandising settings
- customer buying signals
- sales techniques
- how to effectively engage and communicate with a range of customers from culturally diverse backgrounds, and of varying physical and mental abilities
- legal requirements in sales environments, particularly Fair Trading, Trade Practices and Sale of Goods legislation, public liability and work health and safety legislation

Assessment Conditions

Competency is to be assessed in the workplace or simulated environment that accurately reflects performance in a real workplace setting.

Assessors must satisfy current standards for RTOs.

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