



Australian Government

AHCMER306 Sell products and services

Release: 1

AHCMER306 Sell products and services

Modification History

Release	Comments
Release 1	This version released with AHC Agriculture, Horticulture and Conservation and Land Management Training Package Version 6.0.

Application

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

This unit applies to individuals who sell products and services under broad direction and take responsibility for their own work.

All work must be carried out to comply with workplace procedures, health and safety in the workplace requirements, legislative and regulatory requirements.

No 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

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Establish customer needs	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, professional and legislative requirements in addressing customer needs, and seek assistance from appropriate

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
	personnel
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 2.4 Review sales techniques to enhance future sales results
3. Store and maintain products	3.1 Handle and store products safely and efficiently 3.2 Complete sales documentation and reorder products

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential for performance in this unit of competency but are not explicit in the performance criteria.

Skill	Description
Reading	Interpret textual information from a range of sources to identify relevant and key information about legislative requirements
Writing	Record product sales and reordering
Oral communication	- Use clear language with customer to gather information and confirm customer needs - Initiate discussions with appropriate personnel, using clear language to seek sales assistance

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
AHCMER306 Sell products and services	AHCMER303 Sell products and services	Performance criteria clarified	Equivalent

Code and title current version	Code and title previous version	Comments	Equivalence status
		Foundation skills added Assessment requirements updated	

Links

Companion Volumes, including Implementation Guides, are available at VETNet: -
<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c6399549-9c62-4a5e-bf1a-524b2322cf72>

Assessment Requirements for AHCMER306 Sell products and services

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Performance Evidence

An individual demonstrating competency must satisfy all of the elements and performance criteria in this unit.

There must be evidence that the individual has sold products and services on at least three occasions, and has:

- engaged customers
- identified the potential for a sale
- complied with relevant legislative requirements in sales environments, including fair trading, trade practices and sale of goods legislation and public liability
- applied workplace procedures for safely handling, storing and selling products and services
- provided quotations.

Knowledge Evidence

An individual must be able to demonstrate the knowledge required to perform the tasks outlined in the elements and performance criteria of this unit. This includes knowledge of:

- principles of customer service and sales techniques
- how to effectively engage and communicate with a range of customers from diverse backgrounds
- customer needs in various merchandising settings
- customer buying signals
- legislative requirements in sales environments, including fair trading, trade practices and sale of goods legislation and public liability
- workplace procedures for safely handling, storing and selling products and services.

Assessment Conditions

Assessment of the skills in this unit of competency must take place under the following conditions:

- physical conditions:
 - a workplace setting or an environment that accurately represents workplace conditions
- specifications:
 - legislative requirements relevant to sales environments, including fair trading, trade practices and sale of goods legislation and public liability
 - workplace procedures relevant to safely handling, storing and selling products and services
- relationships:
 - customers, appropriate personnel.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

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