



Australian Government

AHCNSY311 Promote sales of plants

Release: 1

AHCNSY311 Promote sales of plants

Modification History

Release	Comments
Release1	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 promote plant sales, support off-site marketing, maintain stock inventory and complete documentation.

The unit applies to individuals who promote sales of plants under broad direction, and take responsibility for their own work and for the quality of the work of others.

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

Pre-requisite Unit

Nil

Unit Sector

Nursery (NSY)

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. Promote sales	1.1 Inform retailers of available promotional literature about particular stock lines 1.2 Dispatch regular stock lists and sales information according to workplace requirements 1.3 Prepare advanced lists according to seasonal promotion 1.4 Complete promotional and marketing documentation according to workplace procedures
2. Prepare for delivery of	2.1 Identify product and client list, delivery schedule and transport

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
plants	vehicle according to workplace procedures 2.2 Identify potential hazards and risks, and implement safe working practices to manage risks 2.3 Confirm plants are loaded according to client order and delivery schedule
3. Deliver plants and support off-site marketing	3.1 Monitor the transport and supply of plants according to delivery schedule 3.2 Check and maintain off-site product displays as required 3.3 Provide marketing support according to workplace procedures
4. Maintain stock inventory and complete documentation	4.1 Update and maintain current stock lists according to workplace requirements 4.2 Maintain regular delivery service according to workplace processes 4.3 Supply clients with information about stock availability on request 4.4 Complete delivery and sales documentation according to workplace procedures

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
Writing	Use clear language, accurate industry terminology and logical structure to complete delivery, sales, promotional and marketing documentation, sales memos and seasonal promotion advanced lists
Oral communication	Use clear language with clients and retailers to provide information on stock availability and promotions
Numeracy skills	Calculate and match plant quantities to identified orders, sample specifications and delivery schedule

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
AHCNSY311 Promote sales of plants	AHCNSY304 Deliver and promote sales of plants	Major changes to title and application Major changes to performance criteria Foundation skills added Assessment requirements updated	Not equivalent

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 AHCNSY311 Promote sales of plants

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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 delivered and promoted sales of plants on at least three occasions, and has:

- communicated promotions and stock availability with clients
- interpreted and applied delivery schedules and marketing plans
- coordinated own activities to deliver and maintain plant orders
- applied workplace health and safety requirements
- checked and maintained mobile and remote displays and samples where required
- provided marketing support
- completed delivery, sales, promotional and marketing documentation.

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:

- the principles and practices of delivering and promoting sales of plants, including:
 - botanical, common and trade names, growth habits, and presentation requirements for display of plants
 - industry labelling standards and methods
 - practical understanding of the range of plants available from the workplace
 - standards and methods for the preparation and dispatch of promotional literature and lists for seasonal promotions
 - standards and methods of packaging, and delivery of plant orders, samples and displays
- workplace requirements applicable to health and safety in the workplace for delivery and promoting sales of plants.

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
- resources, equipment and materials:
 - plants
 - product and client list and delivery schedule
 - promotional material
- specifications:
 - workplace requirements applicable to health and safety in the workplace for delivery and promoting sales of plants
- relationships:
 - clients
- timeframes:
 - according to job requirements.

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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