



Australian Government

Department of Education, Employment and Workplace Relations

AHCMER405A Provide advice on livestock products

Release: 1

AHCMER405A Provide advice on livestock products

Modification History

Not Applicable

Unit Descriptor

Unit descriptor	This unit covers providing advice on livestock products and defines the standard required to: advise customers as to the range of products available for their specific application/environment; engage with and give advice to customers; ensure that the advice, product type, application and suitability are understood by the customer; advise customers on risks to worker safety or animal welfare from use of the product; encourage add on sales; represent the enterprise in a professional manner when dealing with customers.
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Application of the Unit

Application of the unit	This unit applies to rural products merchandisers whose job role includes providing advice on livestock industry equipment, animal handling systems and stockfeeds.
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Licensing/Regulatory Information

Not Applicable

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

Not Applicable

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA

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1. Identify customer needs	1.1. Appropriate interpersonal skills are used to accurately identify customer needs. 1.2. Customer enquiries are handled courteously and promptly in accordance with enterprise procedures and industry requirements. 1.3. Available products are matched to customer needs. 1.4. Knowledge and understanding of livestock products is actively and regularly researched and updated from authoritative sources.
2. Provide product advice	2.1. Advice that addresses customer needs is provided to customers in a timely and professional manner. 2.2. Products that may meet customer needs are appropriately exhibited to customer. 2.3. Alternative and additional products and services are suggested as necessary. 2.4. Customers concerns and questions are addressed sensitively in line with enterprise requirements. 2.5. Relevant safety information is provided to the customer for recommended products.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- assess and demonstrate cost benefits
- research supplier information
- safely lift, carry and handle products
- provide Material Safety Data Sheets (MSDSs) or other safety information for recommended products
- use literacy skills to read, interpret and follow organisational policies and procedures, develop sequenced written instructions, record accurately and legibly information collected and select and apply procedures to a range of tasks
- use oral communication skills/language competence to fulfil the job role as specified by the organisation including questioning, active listening, asking for clarification, negotiating solutions and responding to a range of views
- use numeracy skills to estimate, calculate and record routine and more complex

REQUIRED SKILLS AND KNOWLEDGE

workplace measures and data

- use interpersonal skills to work with others and relate to people from a range of cultural, social and religious backgrounds and with a range of physical and mental abilities.

Required knowledge

- customer service and selling techniques
- systems and procedures for the safe handling of products
- enterprises business values, structure, products and services
- industry terminology for products
- requirements of local or specific customers
- relevant Occupational Health and Safety (OHS), industry (e.g. racing/harness racing), fair trading, trade practices, and sales of goods legislation
- relevant components of State/Territory Acts relating to fertilisers and certified seeds.

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit

The evidence required to demonstrate competency in this unit must be relevant to workplace operations and satisfy holistically all of the requirements of the performance criteria and required skills and knowledge and include achievement of the following:

- advise customers as to the range of products available for their specific application/environment
- engage with and give advice to customers
- ensure that the advice, product type, application and suitability are understood by the customer
- advise customers on risks to worker safety or animal welfare from use of the product
- encourage add on sales
- represent the enterprise in a professional manner when dealing with customers.

Context of and specific resources for assessment

Competency requires the application of work practices under work conditions. Selection and use of resources for some worksites may differ due to the regional or enterprise circumstances.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole.

The range of products may include:

- animal restraint systems
- dairy industry products
- horse industry products
- stockfeed requirements.

Unit Sector(s)

Unit sector	Merchandising and sales
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Co-requisite units

Co-requisite units		

Competency field

Competency field	
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