



Australian Government

Department of Education, Employment and Workplace Relations

AHCWRK208A Provide information on products and services

Release: 1

AHCWRK208A Provide information on products and services

Modification History

Not Applicable

Unit Descriptor

Unit descriptor	This unit covers the process of providing information on products and services in a range of rural merchandising settings and defines the standard required to: respond to client requests for information; use questioning to identify customer requirements; refer or seek advice from supervisors and appropriate personnel; 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 working under supervision, within enterprise guidelines.
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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 information requirements	1.1. Appropriate interpersonal skills are used to accurately identify customer's information needs. 1.2. Initial customer enquiries are handled courteously and promptly in accordance with enterprise and industry requirements. 1.3. Knowledge and understanding of products and services are actively updated via authoritative sources and appropriate personnel. 1.4. Personal and professional limitations in addressing customer information needs are identified, and assistance is sought from appropriate personnel when required.
2. Provide information	2.1. Information that addresses customer requirements is provided to customers in a timely and professional manner. 2.2. Product and services that may meet customer requirements are appropriately exhibited to customer as required. 2.3. Enquiries that fall outside own areas of responsibility/knowledge are appropriately referred within enterprise for follow up and completion.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- engage customer, especially in relation to giving and receiving information
- handle equipment and small machinery
- relate to people from a range of social, cultural and ethnic backgrounds, and of varying physical and mental abilities
- assess initial customer needs
- calculate quantities and prices
- access and research product information
- seek assistance as required
- recommend products
- encourage repeat business
- use literacy skills to follow sequenced written instructions and record information

REQUIRED SKILLS AND KNOWLEDGE

accurately and legibly

- use oral communication skills/language competence to fulfil the job role as specified by the organisation including questioning, active listening, asking for clarification and seeking advice from supervisor
- use numeracy skills to estimate, calculate and record routine workplace measures
- use interpersonal skills to relate to people from a range of social, cultural and ethnic backgrounds and with a range of physical and mental abilities.

Required knowledge

- customer service 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, and public liability
- customer requirements in various rural and horticultural settings
- enterprises business values, structure, products and services
- basic working knowledge of products and services.

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: • respond to client requests for information • use questioning to identify customer requirements • refer or seek advice from supervisors and appropriate personnel • 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.	
Information may include:	• specific needs for a range of products and services available.
Services may include:	• specific needs of customer depending on job requirements and specifications or the need for specialised or technical assistance.

Unit Sector(s)

Unit sector	Work
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Co-requisite units

Co-requisite units		

Competency field

Competency field	
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