



**Australian Government**

# **AURSCA002 Present automotive products and services for sale**

**Release: 1**

# AURSCA002 Present automotive products and services for sale

## Modification History

| Release   | Comment                 |
|-----------|-------------------------|
| Release 1 | New unit of competency. |

## Application

This unit describes the performance outcomes required to present automotive products and services in a business sales area to maximise product and service impact on customers, and monitor and review customer feedback. It involves applying knowledge of automotive products and basic display concepts to maintain and maximise product and service sales and the overall appearance of the sales area.

It applies to those working in the automotive sales and service industry.

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

## Competency Field

Sales and Parts, Administration and Management

## Unit Sector

Sales and Marketing

## Elements and Performance Criteria

| Elements                                  | Performance Criteria                                                                                                                                                                                                                                                                                     |
|-------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Elements describe the essential outcomes. | Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold and italicised text is used, further information is detailed in the range of conditions section.                                                                                              |
| 1. Maximise presentation of sales area    | 1.1 Stock presentation area is defined from floor and display plan, observation of space available and work instructions<br>1.2 Minimum product numbers and types are determined and presented according to workplace procedures<br>1.3 Ancillary display materials are prepared to enhance presentation |

|                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|----------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                              | <p>of stock</p> <p>1.4 Stock display areas are kept clean, tidy and safe</p> <p>1.5 Correct handling, storage and display techniques are used according to product types, workplace procedures and safety requirements</p>                                                                                                                                                                                                                                                                        |
| 2. Display individual products               | <p>2.1 Display requirements are determined from workplace instructions</p> <p>2.2 Product to be displayed is sourced according to workplace procedures</p> <p>2.3 Product is displayed to <b>maximise market appeal</b> according to workplace procedures</p> <p>2.4 Correct display labels, price tickets and ancillary materials are prepared and located with product</p> <p>2.5 Product condition is monitored during display period and necessary action taken to maintain market appeal</p> |
| 3. Review effectiveness of presentation area | <p>3.1 Feedback on display and presentation area is sought from customers</p> <p>3.2 Action to improve presentation of stock and area is determined and acted on within scope of own role</p>                                                                                                                                                                                                                                                                                                     |

## Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance and are not explicit in the performance criteria.

| Skills                        | Description                                                                                                                                                                                                                                  |
|-------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Reading skills to:            | <ul style="list-style-type: none"> <li>interpret information from workplace instructions, floor and display plans, and product and service labelling and literature.</li> </ul>                                                              |
| Writing skills to:            | <ul style="list-style-type: none"> <li>legibly and accurately prepare display labels and price tickets.</li> </ul>                                                                                                                           |
| Oral communication skills to: | <ul style="list-style-type: none"> <li>clarify instructions and make recommendations relating to display presentation.</li> </ul>                                                                                                            |
| Numeracy skills to:           | <ul style="list-style-type: none"> <li>interpret numerical information in floor and display plans</li> <li>use mathematical operations, including addition and subtraction, to estimate quantity and volume of product and stock.</li> </ul> |
| Technology skills to:         | <ul style="list-style-type: none"> <li>use specialised equipment to prepare labels and price tickets.</li> </ul>                                                                                                                             |

## Range of Conditions

This section specifies work environments and conditions that may affect performance. Essential operating conditions that may be present (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) are included. Bold italicised wording, if used in the performance criteria, is detailed below.

|                                                      |                                                                                                                                                                |
|------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b><i>Maximising market appeal</i></b> must include: | <ul style="list-style-type: none"><li>• ensuring product is clean and complete</li><li>• locating product in a position that maximises presentation.</li></ul> |
|------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|

## Unit Mapping Information

Equivalent to AURSCA2002 Present stock and sales area

## Links

Companion Volume implementation guides are found in VETNet -  
<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=b4278d82-d487-4070-a8c4-78045ec695b1>

# Assessment Requirements for AURSCA002 Present automotive products and services for sale

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## Performance Evidence

Before competency can be determined, individuals must demonstrate they can perform the following according to the standards defined in this unit's elements, performance criteria, range of conditions and foundation skills:

- organise a display or presentation area in an automotive workplace for three different automotive products
- organise a display or presentation area in an automotive workplace for two different automotive services.

## Knowledge Evidence

Individuals must be able to demonstrate knowledge of:

- work health and safety (WHS) and occupational health and safety (OHS) requirements relating to presenting products and services in an automotive workplace, including procedures for:
  - manually handling stock
  - ensuring clear walkways
  - handling chemicals and dangerous goods
  - using personal protective equipment (PPE)
- principles of display design, including:
  - creating impact
  - use of colour and illumination
  - accessibility and ease of maintenance
  - interactivity
- types and applications of display and presentation areas, including:
  - areas, including:
    - interior and exterior

- permanent and temporary
- publicly accessible
- display systems, including cable, rod and sign systems
- showcases
- brochure and information display systems
- graphic display systems, including computer monitor, television and projector
- gaining feedback on effectiveness of display and presentation areas, including procedures for:
  - analysing sales
  - delivering and analysing simple customer questionnaires.

## Assessment Conditions

Assessors must satisfy NVR/AQTF assessor requirements.

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

Assessment must include direct observation of tasks.

Where assessment of competency includes third-party evidence, individuals must provide evidence that links them to presenting automotive products and services for sale, e.g. sales area floor plan.

Assessors must verify performance evidence through questioning on skills and knowledge to ensure correct interpretation and application.

The following should be made available:

- automotive workplace or simulated workplace
- commercially realistic range of automotive services and products for sale
- commercially realistic presentation or display area
- materials needed for display of products and service information.

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