



Australian Government

AURSCA003 Apply sales procedures in an automotive workplace

Release: 1

AURSCA003 Apply sales procedures in an automotive workplace

Modification History

Release	Comment
Release 1	New unit of competency.

Application

This unit describes the performance outcomes required to effectively apply sales procedures when selling a range of automotive products and services. It involves approaching customers, conveying product and service knowledge, overcoming customer objections, and closing off a sale.

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. Develop product and sales knowledge	1.1 Use, features and application of products and services are researched and clarified as required 1.2 Customer buying behaviour is researched 1.3 Experienced sales staff or product information guides are consulted to increase and confirm knowledge of products, services and sales techniques

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.
2. Approach customer and address product or service requirements	2.1 <i>Customer is approached</i> according to workplace standards and customer behaviour 2.2 Customer buying motives and requirements are determined, and customer is guided to suitable product, service or specialist as required 2.3 Routine customer questions about features and benefits of product or service, including use and safety requirements, are responded to or referred to more experienced sales staff
3. Identify and resolve objections	3.1 Customer objections are identified and acknowledged 3.2 Solutions to objections are analysed in line with <i>category of objection</i> 3.3 Solutions to objections are offered within scope of own responsibility and according to workplace procedures
4. Close sale	4.1 Customer buying signals are monitored, identified and responded to 4.2 Method of closing sale to encourage customer purchase decision is selected and applied according to workplace procedures

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:	interpret product and service information in workplace and manufacturer literature.
Oral communication skills to:	- convey positive and welcoming approach to customers - use questioning techniques and listening skills to determine customer requirements.
Numeracy skills to:	use mathematical operations, including addition, subtraction, multiplication, division and percentages, to calculate price and discounts.
Digital literacy skills to:	use digital systems and tools to access, search and retrieve information relating to customers, products and services.

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.

<i>Customer approach</i> must include:	• greeting customer according to workplace conventions and customer service standards • conveying a positive impression to encourage customer interest • interpreting customer non-verbal communication cues.
<i>Category of objections</i> must include consideration of:	• characteristics and features of merchandise • price of merchandise.

Unit Mapping Information

Equivalent to AURSCA2003 Apply sales procedures

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 AURSCA003 Apply sales procedures in an automotive workplace

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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:

- engage with three potential automotive customers and respond to their enquiries regarding product and service features in line with workplace customer service standards
- sell automotive products or services to three different customers.

Knowledge Evidence

Individuals must be able to demonstrate knowledge of:

- product and service knowledge applicable to automotive workplace, including:
 - specific product knowledge for area or section
 - company merchandise and service range
 - stock databases and service delivery calendar
 - equipment safety features
 - warranties and conditions
 - price and discounts available
- customer types and needs, including:
 - customer behaviour and cues
 - customer buying motivations, including functional and emotional motivation
 - demographics, lifestyle and income
 - individual and cultural differences
- key features of automotive industry codes of practice and statutory requirements that are reflected in workplace procedures relating to:
 - sale of products and services
 - consumer rights and protection

- sales techniques relating to selling products and services in an automotive workplace, including:
 - techniques for opening and closing a sale
 - recognising buying signals
 - overcoming customer objections
 - strategies to focus customers on specific merchandise
- common workplace procedures relating to:
 - analysing individual and workplace sales performance
 - handling customer complaints.

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 applying sales techniques when selling automotive products and services in an automotive sales and service workplace, e.g. sales invoices.

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

The following should be made available:

- automotive sales and service workplace or simulated workplace
- workplace procedures relating to sales and customer service
- commercially realistic range of automotive retail products and services for sale
- product and service information
- three different customers with commercially realistic product and service needs.

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