



Australian Government

AURSCA005 Sell automotive products and services

Release: 1

AURSCA005 Sell automotive products and services

Modification History

Release	Comment
Release 1	New unit of competency.

Application

This unit describes the performance outcomes required to sell products and services in an automotive retail environment. It involves identifying potential sales opportunities, and presenting, demonstrating and selling a range of automotive products and services.

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. Engage customer and identify potential sale	1.1 Welcoming customer environment is maintained and customer is approached in a timely and professional manner according to workplace procedures 1.2 Appropriate interpersonal skills are used to engage the customer 1.3 Customer needs and expectations for specific products and services are identified through questioning and active listening
2. Present and demonstrate	2.1 Product or service options that best meet customer needs are

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.
product or service to customer	selected 2.2 Product or service features, functions and accessories are explained and demonstrated, eliciting customer interaction 2.3 Customers are given the opportunity, if appropriate, to test or trial the product or service 2.4 Customers are assisted to identify their preferred option
3. Obtain customer agreement to purchase product or service	3.1 Price for product or service is discussed or negotiated and agreed 3.2 Sale is made using appropriate closing technique 3.3 Sale is processed and documented according to workplace procedures
4. Complete transaction and customer follow-up procedures	4.1 Product or service transaction is supplied or delivered to customer according to supplier specifications and workplace delivery procedures 4.2 Customer satisfaction is determined and remedial action is taken as required to maximise repeat business or referral opportunities 4.3 Opportunities for value adding or repeat sales are identified and follow-up action is taken as required 4.4 Customer records are completed and plans are developed for follow-up of potential new sales of products and services

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
Learning skills to:	locate appropriate sources of information efficiently.
Reading skills to:	- interpret textual and numerical information in product or service documentation to provide customer advice - interpret key information in sales documentation and work instructions to determine required action.
Writing skills to:	legibly and accurately enter information into sales orders, workplace forms and databases.
Numeracy skills to:	use basic mathematical operations, including addition, subtraction, multiplication and division, to calculate quantities

Skills	Description
	and prices estimate and calculate timeframes for organising delivery and follow-up services.
Digital literacy skills to:	use digital systems and tools to access, search, and retrieve information relating to customers, products and services.
Problem solving skills to:	resolve routine problems relating to product availability and service delivery.
Technology skills to:	operate specialised point-of-sale equipment.

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.

There is no Range of Conditions for this unit.

Unit Mapping Information

Equivalent to AURSCA2005 Sell products

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 AURSCA005 Sell automotive products and services

Modification History

Release	Comment
Release 1	New unit of competency.

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 and foundation skills:

- sell automotive products or services to three different customers in an automotive sales and service workplace or simulated location.

Knowledge Evidence

Individuals must be able to demonstrate knowledge of:

- sales communication techniques, including:
 - customer buying signals
 - effective face-to-face and telephone selling techniques
 - upselling and value adding sales techniques
 - active listening and questioning techniques
 - strategies for dealing with dissatisfied customers
- key features of loyalty programs and strategies for encouraging repeat business
- workplace procedures relating to:
 - sales processes
 - dealing with customers
 - complaints handling
 - consumer rights and responsibilities
- key features of point-of-sale equipment, stock databases and service delivery calendars
- key legal requirements relating to selling automotive products and services, including obligations under the Australian Consumer Law (ACL).

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 having sold a range of automotive products and services, e.g. sales invoices.

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

The following resources must be made available:

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

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=b4278d82-d487-4070-a8c4-78045ec695b1>

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=b4278d82-d487-4070-a8c4-78045ec695b1>