



Australian Government

AURSCA006 Promote automotive products and services

Release: 1

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Modification History

Release	Comment
Release 1	New unit of competency.

Application

This unit describes the performance outcomes required to promote automotive products and services. It involves applying a high level of product or service knowledge, promoting products and services to current and potential customers, establishing on-selling opportunities in a sales situation, and recommending complementary products and services to customers.

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 knowledge of automotive products and services	1.1 Use, purpose and application of products and services are researched and clarified as required 1.2 Comparisons between available products and services, including complementary products and services, are researched and interpreted 1.3 Workplace promotional and marketing activities relevant to

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	products and services are researched and interpreted
2. Identify and match customer needs to products and services	2.1 Customer buying motives and requirements are determined through questioning, active listening and non-verbal communication cues 2.2 Customer is guided to product or service that matches their identified buying motives and requirements 2.3 Features and benefits of product or service and relevance to customer requirements are explained and highlighted 2.4 Demonstrations are conducted and aligned to customer buying motives and requirements according to workplace marketing and sales practices 2.5 Selling techniques are used according to workplace procedures and legal requirements
3. Maximise sales opportunities	3.1 Opportunities for making additional sales are recognised and applied 3.2 On-sell opportunities are assessed through knowledge of customer needs and available complementary automotive products and services 3.3 Customer need and interest in additional or complementary products and services are determined 3.4 Benefits of additional or complementary products and services are discussed and promoted to customer

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:	research and compare automotive products and services and workplace promotional campaigns to maintain currency of knowledge.
Reading skills to:	- interpret product and service specifications and promotional materials to advise customers - interpret and analyse customer information for on-selling opportunities.

Skills	Description
Writing skills to:	legibly and accurately prepare quotes and complete workplace forms and documentation relating to sales or promotional activities.
Oral communication skills to:	describe and explain features and benefits of products and services using clear, jargon-free language, and tone and pace appropriate for customer.
Numeracy skills to:	use mathematical operations, including addition, subtraction, multiplication, division and percentages, to estimate and calculate costs for customers.
Digital literacy skills to:	use digital systems and tools to access, search and retrieve information relating to customers, products and services.
Technology skills to:	demonstrate automotive 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>Comparisons</i> must include:	- brand options - features of compared product or service - price of compared product or service.
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Unit Mapping Information

Equivalent to AURSCA2006 Promote products and services

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 AURSCA006 Promote automotive products and services

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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:

- promote different automotive products or services to three different customers in line with workplace customer service standards.

Knowledge Evidence

Individuals must be able to demonstrate knowledge of:

- methods used to promote products and services, including:
 - strengths, weaknesses, opportunities and threats (SWOT) analysis
 - marketing and research techniques
 - face-to-face selling techniques
 - active listening and questioning techniques
 - upselling and value adding sales techniques
 - negotiation strategies when dealing with dissatisfied customers
 - loyalty programs and strategies for encouraging repeat business
- customer types, including:
 - customer buying signals and buyer behaviour
 - individual and cultural differences
- sources of information about automotive products and services and related promotional activities
- comparable products and services of major competitors
- workplace procedures relating to promotional processes and marketing activities, including marketing campaigns and advertising materials
- workplace procedures relating to promoting automotive products and services, including:

- consumer protection
- automotive industry codes of practice relating to sales
- advertising codes of practice.

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 promoted products and services in an automotive workplace, 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 promotional sales activities
- sales material, including product and service information
- commercially realistic range of customers requiring different automotive products and services
- commercially realistic range of automotive retail products and services and associated promotional activities.

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