



Australian Government

AURSCA102 Present automotive products and services for sale

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with AUR Automotive Retail, Service and Repair Training Package Version 6.0

Application

This unit describes the skills and knowledge required to present automotive products and services in a business sales area to maximise product and service impact on customers. It also involves monitoring and reviewing customer feedback. The unit 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.

The unit 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.

Unit Sector

Sales and Parts, Administrations and Management Sales and Marketing

Elements and Performance Criteria

ELEMENTS	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element</i>
1. Maximise presentation of sales area	1.1 Define stock presentation area from floor and display plan, observation of space available and work instructions 1.2 Determine and present minimum product numbers and types according to workplace procedures 1.3 Prepare ancillary display materials to enhance presentation of stock 1.4 Keep stock display areas clean, tidy and safe 1.5 Use handling, storage and display techniques according to product types, workplace procedures and safety requirements
2. Display individual products	2.1 Determine display requirements from workplace instructions 2.2 Source product to be displayed according to workplace

ELEMENTS	PERFORMANCE CRITERIA
	procedures 2.3 Display product to maximise market appeal according to workplace procedures 2.4 Prepare and locate display labels, price tickets and ancillary materials with product 2.5 Monitor product condition during display period and take action to maintain market appeal according to workplace procedures
3. Review effectiveness of presentation area	3.1 Seek feedback on display and presentation area from customers 3.2 Determine and undertake action to improve presentation of stock and area within scope of own role

Foundation Skills

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

SKILL	DESCRIPTION
Learning	Locates required sources of information efficiently.
Numeracy	- Interprets numerical information in floor and display plans - Uses mathematical operations, including addition and subtraction, to estimate quantity and volume of product and stock.
Oral communication	Clarifies instructions and makes recommendations relating to display presentation.
Reading	Interprets information from workplace instructions, floor and display plans, and product and service labelling and literature.
Writing	Prepares display labels and price tickets legibly.
Technology	- Uses digital systems - Uses specialised equipment.

Unit Mapping Information

Supersedes and is equivalent to AURSCA002 Present automotive products and services for sale.

Links

Companion Volume Implementation Guide is found on VETNet -

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

Assessment Requirements for AURSCA102 Present automotive products and services for sale

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Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- organise at least three different displays or presentation areas in an automotive workplace for different automotive products
- organise at least two different displays or presentation areas in an automotive workplace for different automotive services.

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- methods to locate and interpret information required to present automotive products and services for sale, including:
 - information provided by customer and supervisors
 - manufacturer specifications and procedures or equivalent documentation
- workplace procedures required to present automotive products and services for sale, including:
 - documentation procedures
- work health and safety (WHS) 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
- considerations for maximising market appeal, including:
 - ensuring product is clean and complete
 - locating product in a position that maximises presentation
- 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

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.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

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