



Australian Government

AURSCA103 Apply sales procedures in an automotive workplace

Release: 1

AURSCA103 Apply sales procedures in an automotive workplace

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 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.

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, Administration 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. Develop product and sales knowledge	1.1 Research and clarify use, features and application of products and services according to workplace procedures 1.2 Research customer buying behaviour 1.3 Consult experienced sales staff or product information guides to increase and confirm knowledge of products, services and sales techniques
2. Approach customer and address product or service requirements	2.1 Approach customer according to workplace standards and customer behaviour 2.2 Determine customer buying motives and requirements, and guide customer to suitable product, service or specialist as required 2.3 Respond to routine customer questions about features and

ELEMENTS	PERFORMANCE CRITERIA
	benefits of product or service, or refer to more experienced sales staff
3. Identify and resolve objections	3.1 Identify and acknowledge customer objections 3.2 Analyse solutions to objections in line with category of objection 3.3 Offer solutions to objections within scope of own responsibility and according to workplace procedures
4. Close sale	4.1 Monitor, identify and respond to customer buying signals 4.2 Select and apply method of closing sale to encourage customer purchase decision according to workplace procedures

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 source of information efficiently.
Numeracy	Uses mathematical operations, including addition, subtraction, multiplication, division and percentages, to calculate price and discounts.
Oral communication	- Conveys positive and welcoming approach to customers - Uses questioning techniques and listening skills to determine customer requirements.
Reading	Interprets product and service information in workplace and manufacturer literature.
Technology	Uses digital systems and tools.

Unit Mapping Information

Supersedes and is equivalent to AURSCA003 Apply sales procedures in an automotive workplace.

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 AURSCA103 Apply sales procedures in an automotive workplace

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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:

- engage with at least 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 at least three different customers.

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 apply sales procedures in an automotive workplace, including:
 - information provided by customer and supervisors
 - manufacturer specifications and procedures or equivalent documentation
- workplace procedures required to apply sales procedures in an automotive workplace including:
 - documentation procedures
- product and service knowledge applicable to automotive workplace, including:
 - specific product knowledge for area or section including
 - use and safety requirements
 - 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, including those relating to:
 - characteristics and feature of merchandise
 - price of merchandise
 - strategies to focus customers on specific merchandise
- common workplace procedures relating to:
 - analysing individual and workplace sales performance
 - approaching customers, including:
 - greeting customer according to workplace conventions and customer service standards
 - conveying a positive impression to encourage customer interest
 - interpreting customer non-verbal communication cues
 - handling customer complaints.

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 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.

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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