



Australian Government

AURSCA105 Sell automotive products and services

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 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.

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. Engage customer and identify potential sale	1.1 Maintain welcoming customer environment and approach customer in a timely and professional manner according to workplace procedures 1.2 Use interpersonal skills to engage the customer according to workplace procedures 1.3 Identify customer needs and expectations for specific products and services through questioning and active listening
2. Present and demonstrate product or service to customer	2.1 Select product or service options that best meet customer needs 2.2 Explain and demonstrate product or service features, functions and accessories, eliciting customer interaction 2.3 Give customers the opportunity to test or trial the product or service in line with workplace procedures

ELEMENTS	PERFORMANCE CRITERIA
	2.4 Assist customers to identify their preferred option
3. Obtain customer agreement to purchase product or service	3.1 Discuss or negotiate price for product or service and agree with customer 3.2 Make sale using closing technique according to workplace procedures 3.3 Process and document sale according to workplace procedures
4. Complete transaction and customer follow-up procedures	4.1 Supply or deliver product or service transaction to customer according to supplier specifications and workplace delivery procedures 4.2 Determine customer satisfaction and take remedial action as required to maximise repeat business or referral opportunities 4.3 Identify opportunities for value adding or repeat sales and take follow-up action in line with workplace procedures 4.4 Complete customer records and develop plans 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 but not explicit in the performance criteria.

SKILL	DESCRIPTION
Learning	Locates required sources of information efficiently.
Numeracy	- Uses basic mathematical operations, including addition, subtraction, multiplication and division, to calculate quantities and prices - Estimates and calculates timeframes for organising delivery and follow-up services.
Reading	- Interprets textual and numerical information in product or service documentation to provide customer advice - Interprets key information in sales documentation and work instructions to determine required action.
Writing	Enters information into sales orders, workplace forms and databases legibly.
Problem solving	Resolves routine problems relating to product availability and service delivery.
Technology	- Operates specialised point-of-sale equipment - Uses digital systems and tools.

Unit Mapping Information

Supersedes and is equivalent to AURSCA005 Sell automotive products and services.

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 AURSCA105 Sell automotive products and services

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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:

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

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 sell automotive products and services, including:
 - information provided by customer and supervisors
 - manufacturer and supplier specifications and procedures or equivalent documentation
- workplace procedures required to sell automotive products and services, including:
 - documentation procedures
 - sales processes
 - dealing with customers
 - complaints handling
 - consumer rights and responsibilities
- 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
- 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

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.

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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