



Australian Government

AURSCA106 Promote 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 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.

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 knowledge of automotive products and services	1.1 Research and clarify the use, purpose and application of products and services according to workplace procedures 1.2 Research and interpret comparisons between available products and services 1.3 Research and interpret workplace promotional and marketing activities relevant to products and services
2. Identify and match customer needs to products and services	2.1 Determine customer buying motives and requirements through questioning, active listening and non-verbal communication cues 2.2 Guide customer to product or service that matches their identified buying motives and requirements 2.3 Explain and highlight features and benefits of product or

ELEMENTS	PERFORMANCE CRITERIA
	service and relevance to customer requirements 2.4 Conduct and align demonstrations to customer buying motives and requirements according to workplace marketing and sales practices 2.5 Use selling techniques according to workplace procedures and legal requirements
3. Maximise sales opportunities	3.1 Identify and apply opportunities for making additional sales 3.2 Assess on-sell opportunities through knowledge of customer needs and available complementary automotive products and services 3.3 Determine customer need and interest in additional or complementary products and services 3.4 Discuss and promote benefits of additional or complementary products and services to customer

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 mathematical operations, including addition, subtraction, multiplication, division and percentages, to estimate and calculate costs for customers.
Oral communication	Describes and explains features and benefits of products and services using clear, jargon-free language, and tone and pace required for customer.
Reading	- Interprets product and service specifications and promotional materials to advise customers - Interprets and analyses customer information for on-selling opportunities.
Writing	Prepares quotes and completes workplace forms and documentation relating to sales or promotional activities legibly.
Technology	- Demonstrates automotive products and services - Uses digital systems and tools.

Unit Mapping Information

Supersedes and is equivalent to AURSCA006 Promote 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 AURSCA106 Promote 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:

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

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 promote automotive products and services, including:
 - information provided by customer and supervisors
 - manufacturer specifications and procedures or equivalent documentation
 - complementary products and services
 - internet resources
- workplace procedures required to promote automotive products and services, including:
 - documentation procedures
- 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
 - digital communication through catalogues, emails and product information distribution
- customer types, including:

- customer buying signals and buyer behaviour
- individual and cultural differences
- comparable products and services of major competitors including:
 - brand options
 - features of compared product or service
 - price of compared product or service
- 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

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.

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

Links

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