



Australian Government

AURSCA2005 Sell products

Release 1

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Modification History

Release	Comment
Release 1	Replaces AURS241769A Sell product(s) Unit code updated to meet policy requirements Minor changes to unit title Reference to OHS legislation replaced with new WHS legislation Licensing statement added to unit descriptor

Unit Descriptor

Unit descriptor	This unit of competency covers the competence required to make best use of time available, use specific sales techniques, and follow procedures for product delivery and customer follow-up. Licensing, legislative, regulatory or certification requirements may apply to this unit in some jurisdictions. Users are advised to check with the relevant regulatory authority.
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Application of the Unit

Application of the unit	This unit of competence applies to the following and should be contextualised to the qualification it is being applied: • retail, service and repair.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Present and demonstrate product to customer	1.1.Product is presented to customer to maximise its features and market appeal in relation to customer perceived needs 1.2.Product features, fittings, controls and accessories are shown and talked through with customer and operated where necessary 1.3.Customer is offered a test operation
2. Obtain customer agreement to purchase product	2.1.Price for product is negotiated and agreed 2.2.Sale is made using closing technique according to automotive industry/enterprise policies and procedures 2.3.Sale is made in accordance with legal requirements
3. Perform product delivery and customer follow-up procedures	3.1.Product is delivered to customer in accordance with manufacturer/component supplier specification and industry/enterprise policies and procedures 3.2.Customer satisfaction is determined, remedial action is taken where necessary to maximise repeat business possibilities
4. Use prospecting methods to locate potential market	4.1.Potential customers are identified by follow-up of enterprise records of existing/past customers, service area customers, industry contacts and advertising strategies 4.2.Plans are developed to contact potential customers

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- collect, organise and understand information related to collect and interpret technical information
- communicate ideas and information to convey information to the customer
- plan and organise activities for sales demonstration
- work with others and in a team by consulting with experienced staff
- use mathematical ideas and techniques to include customer limitations of price and

REQUIRED SKILLS AND KNOWLEDGE

time in recommendations

- establish diagnostic processes which have legal requirements included in recommendations
- use workplace technology related to record sales

Required knowledge

- selling procedures
- communication skills (oral and written)
- communication techniques
- product information
- company policies and procedures
- stock presentation techniques
- industry legal requirements
- finance, leasing and insurance contracts/policies

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit

It is essential that competence in this unit signifies ability to transfer competence to changing circumstances and to respond to unusual circumstances in the critical aspects of:

- selling products to satisfy customer needs
- use of sales techniques
- communicating effectively with others involved in or affected by the work.

Context of, and specific resources for assessment

- Underpinning knowledge and skills may be assessed on or off the job
- The following are required:
 - a workplace or simulated workplace
 - sales manuals, time management guides, enterprise/industry guidelines and office equipment (e.g. computer, typewriter, telephone and fax)
 - sales videos, sales brochures
 - enterprise-based sales recording systems
 - various products retailed via automotive industry
 - a qualified workplace assessor.

Method of assessment

- Assessment of practical skills must take place only after a period of supervised practice and repetitive experience. If workplace conditions are not available assessment in simulated workplace conditions is acceptable
- Prescribed outcome must be able to be achieved without direct supervision
- Practical assessments:
 - sell product(s) to satisfy customer needs in accordance with enterprise policies and procedures
 - use specific sales techniques
 - convey information both orally and in writing
 - access, interpret and apply sales information
 - apply time management techniques
- Competence in this unit may be assessed in conjunction with other functional units which together form part of the holistic work role.

EVIDENCE GUIDE**Guidance information for assessment****Range Statement****RANGE STATEMENT**

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Methods

Methods include:

- demonstration to customer using sales techniques applied to product sold for or through automotive industry
- verbal, written, practical
- customers may be face to face or by telephone/ electronic media

Workplace health and safety (WHS) requirements

WHS requirements may include:

- state/territory/industry WHS requirements

Resources

Resources may include:

- sales manuals, time management guides, enterprise/industry guidelines, office equipment (e.g. computer, typewriter, telephone and fax)
- sales videos, sales brochures
- enterprise-based sales recording systems
- various products retailed via automotive industry

Information/documents

Sources of information/documents may include:

- enterprise operating procedures
- product manufacturer/component supplier specifications
- customer requirements
- industry/workplace codes of practice

Unit Sector(s)

Unit sector	Sales and Parts, Administration and Management
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Co-requisite units

Not applicable.

Competency field

Competency field	Sales and Marketing
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