



Australian Government

AURSCA2006 Promote products and services

Release 1

AURSCA2006 Promote products and services

Modification History

Release	Comment
Release 1	Replaces AURS242621A Promote products and services Unit code updated to meet policy requirements 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 promote and sell products and services to current and potential customers, establish on-sell opportunities in a sales situation, and recommend complementary products and services to customers. 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. Promote products and services to customers	1.1.Explanations/demonstrations, where applicable, are conducted professionally 1.2.Product benefits and relevance of product to customer needs are highlighted during demonstration 1.3.Selling techniques are employed based on accepted and industry standards, legal requirements and enterprise policy
2. Establish on-sell opportunities	2.1.Customer interest areas and needs are identified 2.2.On-sell opportunities are assessed through knowledge of customer needs and interests, and enterprise products and services 2.3.Explanations are aligned to customer interest areas and needs 2.4.Customer needs for complementary products or services are determined
3. Recommend complementary products or services to customers	3.1.Complementary products or services of benefit to customer are identified 3.2.Benefits of product or service are discussed with customer 3.3.Cost estimates are prepared and documented

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 customer information when collected and analysed for on-selling
- communicate ideas and information when features and benefits are explained to customers
- plan and organise activities when promotions are planned and organised
- work with others and in a team by seeking involvement of team members
- use mathematical ideas and techniques when cost estimates are prepared for promotions
- establish diagnostic processes having cost and time limitations when considered in recommendations

REQUIRED SKILLS AND KNOWLEDGE

- use workplace technology related to business technology used to prepare cost estimates

Required knowledge

- workplace health and safety (WHS)
- oral and written communication skills for application
- buyer behaviour
- selling procedures/techniques
- product and service promotional procedures for application
- legislation/regulations/guidelines applicable to the industry sector
- advertising codes of practice

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:

- promoting products and services to customers and establishing on-selling opportunities
- 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:
 - products for sale
 - suitable presentation area
 - sales material (e.g. brochures, pamphlets, banners, flags, stands, ramps, turntables)
 - 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:
 - behave professionally in a manner appropriate to the situation and customer needs
 - demonstrate a range of products in a professional manner
 - apply promotional sales techniques to a range of sales situations and customer needs
- Competence in this unit may be assessed in conjunction with other functional units which together form part of the holistic work role.

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.

Promotion	Promotion may include: planned sales presentation, territory management and account management
Selling	Selling may include: face to face, telephone, direct mail and internet
Sales	Sales may include: - individual customers - organisational customers - new products - second-hand products
Professional explanations/demonstrations	Professional explanations/demonstrations may include: - parts - products - services
Customer needs	Customer needs may include: - time limitations - cost limitations - value for money - quality of work/product - after-sales service
Industry standards	Industry standards for selling products and services include those relating to: - fair trade - consumer protection - ethical behaviour - WHS requirements - legislative requirements

RANGE STATEMENT	
	• credit legislation
Complementary products/services	Complementary products/services may include: • accessories • additional service/repair work • additional vehicle features
WHS requirements	WHS requirements may include: • state/territory/industry WHS requirements
Resources may include	Resources may include: • enterprise stationery, telephone, merchandising kit and pricing policy
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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