



**Australian Government**

# **BSBPRO301 Recommend products and services**

**Release: 1**

## BSBPRO301 Recommend products and services

### Modification History

| Release   | Comments                                                                             |
|-----------|--------------------------------------------------------------------------------------|
| Release 1 | This version first released with BSB Business Services Training Package Version 1.0. |

### Application

This unit describes the skills and knowledge required to provide advice and information within an organisation about the development and distribution of its products and services.

It applies to individuals who apply a broad range of administrative competencies in varied work contexts, using some discretion and judgement and who may provide technical advice and support to a team.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of publication.

### Unit Sector

Industry Capability – Product Skills and Advice

### Elements and Performance Criteria

| ELEMENT                                                    | 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 and maintain knowledge of products and services | 1.1 Actively and regularly research knowledge and understanding of industry products and services using authoritative sources<br>1.2 Use available product and service documentation to identify and understand characteristics of products and services, and to make comparisons with other products and services<br>1.3 Accurately document and maintain information on products and services in a format consistent with organisational requirements<br>1.4 Apply acquired knowledge to improve quality within personal work areas |
| 2. Recommend products                                      | 2.1 Ensure that recommendations on products and services are in                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |

| ELEMENT                             | PERFORMANCE CRITERIA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|-------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| and services                        | <p>line with organisational requirements</p> <p>2.2 Provide recommendations that emphasise product and service issues relevant to client needs</p> <p>2.3 Ensure that evidence in support of recommendations is verifiable and presented in a suitable format</p> <p>2.4 Structure recommendations to identify clear benefits to clients and the organisation</p>                                                                                                                                                                                                                  |
| 3. Advise on promotional activities | <p>3.1 Provide advice that is clear, is supported by verifiable evidence and is compatible with organisational requirements</p> <p>3.2 Ensure that promotional documentation and materials are appropriate to presentation of the organisation's products and services</p> <p>3.3 Ensure that costs of promotional activities conform to budget resources</p> <p>3.4 Estimate impact of promotional activities from verifiable customer feedback sources</p> <p>3.5 Evaluate the benefits of promotional activities and incorporate in plans for future promotional activities</p> |

## Foundation Skills

*This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.*

| Skill              | Performance Criteria                   | Description                                                                                                                                                                    |
|--------------------|----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Reading            | 1.1, 1.2, 3.4                          | <ul style="list-style-type: none"> <li>Interprets, understands and compares textual information about products and services from a range of sources</li> </ul>                 |
| Writing            | 1.2, 1.3, 2.2, 2.3, 2.4, 3.1, 3.2, 3.5 | <ul style="list-style-type: none"> <li>Uses clear and specific language to develop documents for different audiences in accordance with organisational requirements</li> </ul> |
| Oral Communication | 3.1                                    | <ul style="list-style-type: none"> <li>Provides recommendations using language appropriate to the purpose and audience</li> </ul>                                              |
| Numeracy           | 3.3, 3.4                               | <ul style="list-style-type: none"> <li>Extracts and evaluates meaning from data to calculate actual costs against budget and impact of promotional activities</li> </ul>       |

|                            |                                 |                                                                                                                                                                                                                                                                                             |
|----------------------------|---------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Navigate the world of work | 1.3, 1.4, 2.1, 3.1              | <ul style="list-style-type: none"><li>Understands and follows organisational policies and procedures relevant to own role</li></ul>                                                                                                                                                         |
| Get the work done          | 1.1-1.3, 2.1-2.4, 3.1, 3.2, 3.5 | <ul style="list-style-type: none"><li>Plans and implements tasks required to achieve required outcomes</li><li>Analyses information in order to decide on appropriate advice or recommendations</li><li>Evaluates outcomes of decisions to identify opportunities for improvement</li></ul> |

## Unit Mapping Information

| Code and title<br>current version               | Code and title<br>previous version               | Comments                                              | Equivalence status |
|-------------------------------------------------|--------------------------------------------------|-------------------------------------------------------|--------------------|
| BSBPRO301<br>Recommend<br>products and services | BSBPRO301A<br>Recommend products<br>and services | Updated to meet<br>Standards for<br>Training Packages | Equivalent unit    |

## Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>

# Assessment Requirements for BSBPRO301 Recommend products and services

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## Performance Evidence

Evidence of the ability to:

- use appropriate sources to document accurate information about the organisation's products and services
- prepare and provide advice about products and services according to organisational requirements
- evaluate promotional activities including consideration of:
  - whether promotional materials meet organisational requirements
  - actual costs against budget
  - customer feedback.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

## Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- list authoritative sources of information about the organisation's products and services
- outline the organisation's products and services
- outline the policies and procedures that apply when providing advice or recommendations about products and services
- list and describe organisational promotional activities
- explain methods used to gather verifiable customer feedback about products and services
- explain how and why customer feedback is analysed.

## Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the industry capability – product skills and advice field of work and include access to:

- relevant organisational policies and procedures
- relevant workplace documentation and resources
- case studies and, where possible, real situations
- interaction with others.

Assessors must satisfy NVR/AQTF assessor requirements.

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