



Australian Government

BSBPRO301 Recommend products and services

Release: 1

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

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	Interprets, understands and compares textual information about products and services from a range of sources
Writing	1.2, 1.3, 2.2, 2.3, 2.4, 3.1, 3.2, 3.5	Uses clear and specific language to develop documents for different audiences in accordance with organisational requirements
Oral Communication	3.1	Provides recommendations using language appropriate to the purpose and audience
Numeracy	3.3, 3.4	Extracts and evaluates meaning from data to calculate actual costs against budget and impact of promotional activities

Navigate the world of work	1.3, 1.4, 2.1, 3.1	Understands and follows organisational policies and procedures relevant to own role
Get the work done	1.1-1.3, 2.1-2.4, 3.1, 3.2, 3.5	- Plans and implements tasks required to achieve required outcomes - Analyses information in order to decide on appropriate advice or recommendations - Evaluates outcomes of decisions to identify opportunities for improvement

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBPRO301 Recommend products and services	BSBPRO301A Recommend products and services	Updated to meet Standards for 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>