



**Australian Government**

# **BSBPRO401 Develop product knowledge**

**Release: 1**

## BSBPRO401 Develop product knowledge

### 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 develop product knowledge in preparation for the sales process.

It applies to individuals who need to solve a defined range of unpredictable problems, analyse and evaluate information from a variety of sources and who may provide leadership and guidance to others with some limited responsibility for the output of others.

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. Acquire knowledge of products in a specified area | 1.1 Identify information sources about products in a specified area and evaluate them for reliability and validity<br>1.2 Identify product purpose/s and use/s<br>1.3 Identify key features of the product/s<br>1.4 Identify product strengths and weaknesses<br>1.5 Articulate guarantees and warranties and identify service support details |
| 2. Convert product knowledge into benefits           | 2.1 Identify features of the product which have potential buyer appeal<br>2.2 Present features of the product which have buyer appeal as                                                                                                                                                                                                       |

| ELEMENT                           | PERFORMANCE CRITERIA                                                                                                                                                                                                                                                                                                      |
|-----------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                   | benefits to the buyer<br>2.3 Present product benefits within the context of organisational requirements and legislation                                                                                                                                                                                                   |
| 3. Evaluate competitors' products | 3.1 Use a range of information sources to identify competitors' products<br>3.2 Compare features, benefits, strengths and weaknesses of competitors' products with own products<br>3.3 Establish relative standing of the organisation's product with the competitors' product/s and communicate differences to the buyer |

## 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, 1.3, 1.4, 2.1, 3.1, 3.2, 3.3 | <ul style="list-style-type: none"> <li>Identifies, interprets, understands and compares information to monitor and evaluate quality of product and services and check against client requirements</li> </ul>                                                                                  |
| Writing                    | 1.1, 1.5, 2.2, 2.3, 3.2                | <ul style="list-style-type: none"> <li>Records results of product evaluations to show clear comparisons of features, benefits and weaknesses</li> <li>Uses clear and specific language to develop documents for different audiences in accordance with organisational requirements</li> </ul> |
| Oral Communication         | 2.2, 2.3, 1.5, 3.3                     | <ul style="list-style-type: none"> <li>Provides recommendations using language appropriate to the purpose and audience</li> </ul>                                                                                                                                                             |
| Numeracy                   | 1.3, 1.4, 3.2, 3.3                     | <ul style="list-style-type: none"> <li>Analyses numerical information to measure, compare and evaluate features</li> </ul>                                                                                                                                                                    |
| Navigate the world of work | 2.3                                    | <ul style="list-style-type: none"> <li>Understands and follows organisational policies and procedures and legislative requirement relevant to own role</li> </ul>                                                                                                                             |
| Get the work done          | 1.1, 3.1, 3.3                          | <ul style="list-style-type: none"> <li>Plans and implements tasks required to achieve required outcomes</li> <li>Analyses information to decide on appropriate recommendations</li> </ul>                                                                                                     |

## Unit Mapping Information

| Code and title<br>current version         | Code and title<br>previous version         | Comments                                              | Equivalence status |
|-------------------------------------------|--------------------------------------------|-------------------------------------------------------|--------------------|
| BSBPRO401<br>Develop product<br>knowledge | BSBPRO401A<br>Develop product<br>knowledge | 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 BSBPRO401 Develop product knowledge

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## Performance Evidence

Evidence of the ability to:

- use valid and reliable sources to gather information about the organisation's products and competitors' products
- determine buyer needs and present key features and benefits of product to match needs, in accordance with organisational and legislative obligations
- compare competitors' products with own organisation's products and communicate differences to buyer.

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 sources of information for own organisation's products and competitors' products
- explain why it is important to discuss features, benefits, strengths and weaknesses when describing products
- summarise industry competitors, including products offered and potential buyer markets
- outline organisational policies and procedures, relevant to the sales process
- outline the key provisions of relevant legislation, regulations, standards and codes of practice that are relevant to the sales process.

## 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:

- information sources regarding an organisation's and competitors' products, service or ideas

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

Assessors must satisfy NVR/AQTF assessor requirements.

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