



Australian Government

Department of Education, Employment and Workplace Relations

BSBCCO309A Develop product and service knowledge for customer contact operation

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with <i>BSB07 Business Training Package version 6.0</i>

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to develop knowledge of products and services in preparation for customer contact in an inbound or outbound customer contact activity.

Knowledge of products and services may be used for customer liaison, presenting information or for the sales process.

Application of the Unit

This unit applies to individuals in a small, medium or large enterprise across a wide variety of industries and contexts who develop their product and service knowledge prior to undertaking customer contact activities.

This work is undertaken with some supervision and guidance.

Licensing/Regulatory Information

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

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Element	Performance Criteria
<i>Elements describe the essential outcomes of a unit of competency.</i>	<i>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.</i>

Elements and Performance Criteria

1. Acquire knowledge of products and services in a specified area	1.1 Identify information sources about products and services in a specified area and evaluate them for reliability and validity 1.2 Identify purpose and use of product and service 1.3 Identify and evaluate key features of the products and services 1.4 Identify and evaluate strengths and weaknesses of the products and services 1.5 List relevant product and service support details
2. Evaluate the full range of products and services in a designated area of business	2.1 Use a range of information sources to identify the range of products and services in a designated area of business 2.2 Compare features, benefits, strengths and weaknesses of the range of products and services available 2.3 Establish relative standing of the organisation's products and services with the alternatives to communicate differences to the buyer or user
3. Convert product and service knowledge into benefits	3.1 Identify features of the products and services that have potential buyer or user appeal 3.2 Present relevant features of the products and services as benefits to the stakeholder 3.3 Present benefits of the products and services within the context of organisational requirements and legislation

Required Skills and Knowledge

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

Required skills

- information management skills to summarise information verbally and in writing
- literacy and numeracy skills to:
 - interpret product and service features and sales data
 - summarise information obtained from a variety of sources, including verbal, written and visual
- self-management skills to:
 - comply with policies and procedures
 - seek learning and development opportunities
 - work in a team environment.

Required knowledge

- features, benefits, strengths and weaknesses of the range of products and services available within a designated business
- industry alternatives, trends and developments as they apply to products and services
- organisational structure, roles and responsibilities, policies, procedures, product labelling and descriptions
- potential user or buyer markets
- processes used when describing products and services
- key provisions of relevant legislation that affect business operations, such as:
 - anti-discrimination
 - consumer protection
 - contract law legislation
- ethical principles relating to:
 - privacy laws
 - Trade Practices Act/Competition and Consumer Act.

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	Evidence of the ability to: • identify key features and benefits of products and services within area of business • demonstrate knowledge of organisational products and services.
Context of and specific resources for assessment	Assessment must ensure access to: • workplace information and data • information sources about an organisation's products, services or ideas • office equipment and resources.
Method of assessment	A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit: • direct questioning combined with portfolios of evidence and third-party workplace reports of on-the-job performance by the candidate • observation of presentation of key features and benefits to customers in a real or simulated context • oral or written questioning to assess knowledge of features, benefits, strengths and weaknesses of organisation's and alternative products and/or services • review of evaluation of information sources about products in a specified area • evaluation of strengths and weaknesses established for competitors' products.
Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

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.

Information sources may include:	• associations • catalogues • claims of competitive sales people • competitor websites • competitor sales literature • external sales data sources, such as warehouse withdrawals • internal sales data records • other company personnel • sales conventions • team members • trade association magazines • trade shows.
Products and services may include:	• goods • ideas • infrastructure • private and public sets of benefits.
Features may include:	• brand • colour • country of origin • covenant • manufacturer • product care details • safety aspects • shelf life • size • style • warnings.
Organisational requirements may include:	• level of client service required • policies and procedures, which are formally documented and available for reference in the workplace.

Unit Sector(s)

Stakeholder relations – customer service

Custom Content Section

Not applicable.