



Australian Government

Department of Education, Employment and Workplace Relations

BSBPRO301A Recommend products and services

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to provide advice and information within an organisation about the development and distribution of its products and services. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.
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Application of the Unit

Application of the unit	This unit applies to individuals who are skilled operators and apply a broad range of competencies in various work contexts. They may exercise discretion and judgement using appropriate knowledge of products and services to provide technical advice and support to a team.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

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. 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 and services	2.1. Ensure that recommendations on products and services are in 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

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- literacy skills to read and understand a variety of texts; to prepare general information and papers according to target audience; and to edit and proofread texts to ensure clarity of meaning, and accuracy of grammar and punctuation
- technology skills to select and use technology appropriate to a task
- communication skills to monitor and advise on customer service strategies
- problem-solving skills to deal with customer enquiries or complaints
- analytical skills to identify trends and positions of products and services.

Required knowledge

- key provisions of relevant legislation from all levels of government that may affect aspects of business operations, such as:
 - anti-discrimination legislation
 - ethical principles
 - codes of practice
 - privacy laws
 - occupational health and safety (OHS)
- organisation's products and services
- organisational policies and procedures for customer service including handling customer complaints
- product and service standards and best practice models
- principles and techniques of public relations and product promotion
- mechanisms to obtain and analyse customer feedback.

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

Evidence of the following is essential:

- assessing and reporting on customer satisfaction
- identifying commercial characteristics of products and services
- knowledge of product and service standards and best practice models.
- preparing and structuring advice on products and services
- researching market availability of products and services.

Context of and specific resources for assessment

Assessment must ensure:

- access to an actual workplace or simulated environment
- access to office equipment and resources
- examples of promotional strategies
- examples of documents relating to customer service standards and policies.

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:

- analysis of responses to case studies and scenarios
- assessment of written reports
- demonstration of techniques
- direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate
- evaluation of promotional activities plans
- observation of performance in role plays
- observation of presentations
- oral or written questioning to assess knowledge of promotional strategies and sources of product information
- review of documentation outlining information on

EVIDENCE GUIDE	
	- products and services - review of products and services recommendations.
Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example: sales and/or customer service units.

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.

<i>Industry products and services</i> may include:	• competitor products and services • complementary products and services • emerging products and services • historical products and services • organisation's products • specified range of products and services within an organisation's offerings
<i>Authoritative sources</i> may include:	• authorised suppliers • industry associations • industry conferences • recognised industry media sources
<i>Product and service documentation</i> may include:	• colleagues' knowledge • consumer reports • industry reports • marketing data • operational guidelines • sales figures
<i>Information</i> may include:	• competitive features of products or services • cost and production data • distribution processes • innovations • problems with products or services • product trends • sales records (monthly forecasts, targets achieved) • sales trends
<i>Organisational requirements</i> may include:	• access and equity principles and practice • confidentiality and security requirements • defined resource parameters • ethical standards • filing and documentation storage processes • goals, objectives, plans, systems and processes

RANGE STATEMENT	
	• legal and organisational policies, guidelines and requirements • OHS policies, procedures and programs • payment and delivery options • pricing and discount policies • quality and continuous improvement processes and standards • quality assurance and/or procedures manuals • replacement and refund policy and procedures • who is responsible for products or services
Product and service issues may include:	• customer delivery • faults • market share data • organisational product knowledge • production down-time • sales figures
Promotional activities may include:	• advertisements • client functions • employee functions • media announcements • product launches • web pages
Verifiable customer feedback sources may include:	• audit documentation and reports • complaints • customer satisfaction questionnaires • lapsed clients • quality assurance data • returned goods • service calls

Unit Sector(s)

Unit sector	
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Competency field

Competency field	Industry Capability - Product Skills and Advice
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Co-requisite units

Co-requisite units		