



Australian Government

Department of Education, Employment and Workplace Relations

CHCES404B Promote clients to employers

Release: 1

CHCES404B Promote clients to employers

Modification History

Not Applicable

Unit Descriptor

Descriptor

This unit describes the knowledge and skills required to promote clients to potential employers and the empowerment of clients to promote their skills and abilities to employers

Application of the Unit

Application

This unit applies to work in an employment services context

Licensing/Regulatory Information

Not Applicable

Pre-Requisites

Not Applicable

Employability Skills Information

Employability Skills

This unit contains Employability Skills

Elements and Performance Criteria Pre-Content

Elements define the essential outcomes of a unit of competency.

The Performance Criteria specify the level of performance required to demonstrate achievement of the Element. Terms in italics are elaborated in the Range Statement.

Elements and Performance Criteria

ELEMENT

PERFORMANCE CRITERIA

- | | |
|--|--|
| 1. Prepare for employer contact | 1.1 Use <i>labour market information</i> as a context and aid in determining options |
| | 1.2 Identify <i>target employment market</i> |
| | 1.3 Plan <i>contact approach</i> |
| 2. Identify selling points of client | 2.1 Identify strengths and abilities of client |
| | 2.2 Convert strengths and abilities to <i>selling points</i> |
| | 2.3 Match selling points to employer needs |
| 3. Negotiate suitable outcome for client | 3.1 Use <i>persuasive communication techniques</i> as required |
| | 3.2 Emphasise selling points |
| | 3.3 Manage <i>employer resistance</i> |
| | 3.4 <i>Provide appropriate support</i> to client, as required |
| | 3.5 Negotiate and reach <i>outcome</i> |

ELEMENT**PERFORMANCE CRITERIA****4. Undertake follow up action**

- 4.1 Review and refine contact approach as appropriate
- 4.2 Provide *information* to employer as required
- 4.3 Provide *feedback to client*
- 4.4 Update information systems according to *organisation policies and procedures*

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This describes the essential skills and knowledge and their level required for this unit.

Essential knowledge:

The candidate must be able to demonstrate essential knowledge required to effectively do the task outlined in elements and performance criteria of this unit, manage the task and manage contingencies in the context of the identified work role

These include knowledge of:

- Expectations and needs of both clients and potential employers
- Current and emerging characteristics and requirements of local labour markets
- Relevant legislative requirements, e.g. Disability Services Act, Federal and State anti-discrimination legislation, Workplace Relations Act
- Knowledge of incentives and other assistance available to employer and New Apprentice including Disabled Apprentice Wage Support Scheme
- Organisation policies on assistance available to clients and potential employers to secure and maintain an employment placement or trial workplacement

Essential skills:

It is critical that the candidate demonstrate the ability to:

- Identify appropriate target employment markets that align with individual client needs and circumstances
- Use advanced communication and sales skills to negotiate an appropriate outcome for both client and employer

REQUIRED SKILLS AND KNOWLEDGE

- Inform client and employer of appropriate forms of assistance and provide as required
- Take follow up action to assist in sustaining the employment

In addition, the candidate must be able to effectively do the task outlined in elements and performance criteria of this unit, manage the task and manage contingencies in the context of the identified work role

These include the ability to:

- Demonstrate application of skills, including:
 - skills to analyse labour market information so that appropriate employers are targeted
 - sales skills to identify viable options, handle objections, sell a solution, and take follow up action as required
 - advanced communication skills, including the ability to negotiate a realistic outcome that sufficiently meets the needs of all parties; to impart and elicit information effectively; to listen actively and to be assertive when required
 - interpersonal skills to empathise and effectively interact with people from diverse backgrounds
 - technology skills to use business equipment and software

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, the Range Statement and the Assessment Guidelines for this Training Package.

Critical aspects for assessment and evidence required to demonstrate this unit of competency:

- The individual being assessed must provide evidence of specified essential knowledge as well as skills
- Evidence must include observation of performance in the work environment or in a simulated work setting

EVIDENCE GUIDE

- Access and equity considerations:*
- All workers in community services should be aware of access, equity and human rights issues in relation to their own area of work
 - All workers should develop their ability to work in a culturally diverse environment
 - In recognition of particular issues facing Aboriginal and Torres Strait Islander communities, workers should be aware of cultural, historical and current issues impacting on Aboriginal and Torres Strait Islander people
 - Assessors and trainers must take into account relevant access and equity issues, in particular relating to factors impacting on Aboriginal and/or Torres Strait Islander clients and communities
- Context of and specific resources for assessment:*
- This unit can be assessed independently, however holistic assessment practice with other community services units of competency is encouraged
This unit is related to:
 - CHCES401A Analyse and apply labour market information
 - sales units contained within the Business Services Training Package
 - Resource requirements for assessment include access to:
 - a relevant workplace or an appropriately simulated environment where assessment may take place
 - equipment and resources normally used in the workplace
- Method of assessment may include:*
- Evidence gathered from the workplace environment
 - Structured interviews
 - Observations
 - Written assignment
 - Project
 - Questioning
 - Demonstration over a period of time to ensure consistency of performance

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. Add any 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.

Labour market information may include but is not limited to:

- Composition of the labour market
- Information regarding industries and industry sectors (e.g. workforce size, recruitment methods, conditions of employment, prospects for growth/reduction in labour force, hiring processes and patterns)
- Information regarding occupations (e.g. prospects of employment, type of work undertaken, conditions of employment)
- Trends
- Current status
- Industrial framework
- Employer expectations

Target employment market may include, but is not limited to:

- Industries where skills and abilities of client are applicable
- Employers that offer employment in appropriate occupations
- Employers with a history of offering opportunities to clients with barriers to employment
- Employers with current job opportunities that sufficiently align with skills and abilities of client

RANGE STATEMENT

Contact approach to promote client can include, but is not limited to:

- Appointments and interviews with employers
- Telemarketing
- Telephone communication
- Correspondence
- Cold canvassing (door knocking)
- Advertising
- Business cards
- Personal profiles and resumes

Selling points include, but are not limited to:

- Examples of relevant knowledge and experience and personal qualities likely to be valued by the employer
- Points related specifically to the needs of individual employers
- Points to answer any employer queries or concerns about the client

Persuasive communication techniques may include, but are not limited to:

- Negotiation techniques
- Sales techniques
- Assertiveness
- Ability to communicate benefits of non discrimination and diversity in the workplace
- Ability to explain legislative requirements
- Ability to present viable, realistic options to the employer

Employer resistance may relate to, but is not limited to these barriers to employment:

- Skills level, type and currency
- Limited work experience or gaps in work history
- Lack of transport
- Literacy and numeracy skill level
- Factors such as self-esteem, motivation, attitude
- Factors such as hygiene, grooming, dress and appearance

RANGE STATEMENT

Outcome may include, but is not limited to:

- Interview appointment for the client
- Trial workplacement
- Job placement (e.g. permanent, temporary, full time, part time; casual or contract)
- Forwarding of resume or profile for employer to retain on file

Provide appropriate support may include, but is not limited to:

- Role plays, mock interviews for client
- Coaching (e.g. in negotiation skills, assertiveness skills, sales skills, preparation of correspondence and forms, interview techniques, telephone interactions with employers)
- Assistance with scripts
- Providing regular practice opportunities
- Debriefing and constructive feedback
- Provision of wage subsidies or negotiation of supported wage with employer
- Provision of other assistance available to the employer if hiring takes place (e.g. workplace support, training of client, funding of workplace aids and adjustments)

Information that may be provided to the employer may relate to, but is not limited to:

- Forms of assistance available
- Sources of further information, e.g. on workplace relations matters, awards and conditions
- Marketing material relating to products and services of the organisation

Feedback to client may relate to, but is not limited to:

- Interview performance and results
- Relevant information regarding the employer, (e.g. culture, performance requirements, pay and conditions, job role and responsibilities)
- Future assistance available to them through the organisation
- Sources of assistance outside the organisation
- Action to take if difficulties arise with the placement

RANGE STATEMENT

Organisation policies and procedures relating to recording of information may include, but are not limited to:

- Recording of information against client and employer files and database records
- Use of contact management systems for employers

Unit Sector(s)

Not Applicable