



Australian Government

Department of Education, Employment and Workplace Relations

CPCCBBC4033A Maintain the sales environment

Release: 1

CPCCB4033A Maintain the sales environment

Modification History

Not Applicable

Unit Descriptor

Unit descriptor This unit of competency specifies the outcomes required to set up and maintain the sales environment, providing a clean and attractive location in which to promote and sell the organisation's products and services.

Application of the Unit

Application of the unit This unit of competency supports the needs of sales consultants and other professionals within the building and construction industry responsible for the marketing and sale of new residential and commercial constructions. It is essential that competence is demonstrated by the ability to establish and maintain an environment in which the best features of display are possible and customers feel free to discuss their ideas and options and obtain accurate and well informed advice.

Licensing/Regulatory Information

Not Applicable

Pre-Requisites

Prerequisite units Nil

Employability Skills Information

Employability skills This unit contains employability skills.

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.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Organise the display or presentation area.	1.1. Display or presentation area is maintained to a professional standard. 1.2. Customer facilities are provided, including adequate parking, a children's activity area and adequate seating, and the needs of people with disability, including adequate and accessible parking. 1.3. Display or presentation area is correctly arranged for adequate access, reduced noise, privacy and desk or demonstration space.
2. Place, display and arrange plans, brochures and product information.	2.1. Displays are set up at an appropriate level, within reach, ensuring that traffic through the area is not impeded. 2.2. Product information provided is accurate, understandable and attractively packaged. 2.3. Main features of products are identified, including design and visual features, specifications and cost advantages. 2.4. Enterprise promotional campaign materials are made available to all sales consultants.
3. Implement housekeeping policies.	3.1. Displays or sales areas and offices are used in accordance with company policies. 3.2. Housekeeping requirements, such as cleaning, lighting and room aesthetics, are addressed to maintain a pleasant and fresh environment.
4. Identify maintenance requirements.	4.1. Maintenance requirements are identified and communicated to the organisation. 4.2. Maintenance matters are followed up.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

Required skills for this unit are:

- communication skills to:

REQUIRED SKILLS AND KNOWLEDGE

- enable clear and direct communication, using questioning to identify and confirm requirements, share information, listen and understand
- communicate maintenance requirements to organisation
- convey information factually and accurately without overpowering the client
- interact clearly and effectively with members of the public
- use and interpret non-verbal communication
- use language and concepts appropriate to cultural differences
- coordinating and scheduling skills.

Required knowledge

Required knowledge for this unit is:

- contemporary understanding of effective interior design solutions
- organisation standards for the management of the display home or setting
- specific customer requirements in relation to access and cultural requirements and protocols.

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

This unit of competency could be assessed by arranging a sales presentation area with appropriate displays of product information.

This unit of competency can be assessed in the workplace or a close simulation of the workplace environment, provided that simulated or project-based assessment techniques fully replicate construction workplace conditions, materials, activities, responsibilities and procedures.

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

A person who demonstrates competency in this unit must be able to provide evidence of the ability to:

- select most appropriate location in which to establish the sales environment, providing an area in which it is possible to hold a private conversation with limited distraction from other persons
- establish displays of materials and drawings in positions of prominence without obstructing the movement of people through the area
- maintain an environment, which is well lit and pleasantly appointed, clean and free from dirt and debris.

Context of and specific resources for assessment

This competency is to be assessed using standard and authorised work practices, safety requirements and environmental constraints.

Assessment of essential underpinning knowledge will usually be conducted in an off-site context.

Assessment is to comply with relevant regulatory or Australian standards' requirements.

Resource implications for assessment include:

- documentation that should normally be available in either a building or construction office
- relevant codes, standards and government

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regulations

- office equipment, including calculators, photocopiers and telephone systems
- computers with appropriate software to view 2-D CAD drawings, run costing programs and print copies
- technical reference library with current publications on measurement, design, building construction and manufacturer's product literature
- sales and promotional materials and display units
- suitable work area appropriate to the sales process.

Reasonable adjustments for people with disabilities must be made to assessment processes where required. This could include access to modified equipment and other physical resources, and the provision of appropriate assessment support.

Method of assessment

Assessment methods must:

- satisfy the endorsed Assessment Guidelines of the Construction, Plumbing and Services Training Package
- include direct observation of tasks in real or simulated work conditions, with questioning to confirm the ability to consistently identify and correctly interpret the essential underpinning knowledge required for practical application
- reinforce the integration of employability skills with workplace tasks and job roles
- confirm that competency is verified and able to be transferred to other circumstances and environments.

Validity and sufficiency of evidence requires that:

- competency will need to be demonstrated over a period of time reflecting the scope of the role and the practical requirements of the workplace
- where the assessment is part of a structured learning experience the evidence collected must relate to a number of performances

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assessed at different points in time and separated by further learning and practice, with a decision on competency only taken at the point when the assessor has complete confidence in the person's demonstrated ability and applied knowledge

- all assessment that is part of a structured learning experience must include a combination of direct, indirect and supplementary evidence.

Assessment processes and techniques should as far as is practical take into account the language, literacy and numeracy capacity of the candidate in relation to the competency being assessed.

Supplementary evidence of competency may be obtained from relevant authenticated documentation from third parties, such as existing supervisors, team leaders or specialist training staff.

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.

Display or presentation areas include:

- areas set aside for promotional purposes in display centres
- exhibition spaces
- front office scenarios
- mobile display spaces
- portable display areas and stands.

Product information includes:

- artists impressions and sketches
- brochures
- colour charts
- plans and drawings

RANGE STATEMENT

Housekeeping includes:

- price lists
- samples of materials and building products.
- general cleanliness and hygiene of display areas
- maintaining adequate lighting
- maintaining the cleanliness of display racks and spaces
- regular dusting and vacuuming
- rubbish and litter removal.

Unit Sector(s)

Unit sector Construction

Co-requisite units

Co-requisite units Nil

Functional area

Functional area