



Australian Government

CPPREP3002 Communicate effectively to support customer service in real estate

Release: 1

CPPREP3002 Communicate effectively to support customer service in real estate

Modification History

Release 1 This version first released with CPP Property Services Training Package Release 8.0.

Supersedes but is not equivalent to CPPDSM3010 Meet customer needs and expectations in the property industry and CPPDSM3019 Communicate with clients in the property industry.

Merged to reduce duplication. Updated to the Standards for Training Packages.

Application

This unit specifies the skills and knowledge required to apply effective communication techniques in order to provide customer service as a real estate agency worker.

It includes identifying and confirming support needs, communication techniques, and expectations of internal and external clients; and applying communication techniques to assist with resolving client issues and complaints.

State or territory licensing requirements may apply to this unit.

Pre-requisite Unit

Nil

Unit Sector

Real estate

Elements and Performance Criteria

Elements describe the essential outcomes.	Performance criteria describe what needs to be done to demonstrate achievement of the element.
1. Establish the support needs of internal and external customers and clients.	1.1 Determine support needs of internal and external customers and clients. 1.2 Outline own role and confirm processes for referring clients to appropriate colleagues when support needs are not within scope of own role. 1.3 Maintain professional ethics and confidentiality according to

	agency policy and procedures.
2. Communicate with clients to support needs.	2.1 Apply techniques to create, build and maintain internal and external communication channels. 2.2 Determine features and benefits of active listening and effective questioning. 2.3 Respond to the preferences, needs and expectations of internal and external clients. 2.4 Prepare written communication according to agency protocols. 2.5 Select and apply communication techniques to seek feedback on sufficiency of information provided.
3. Assist with client issues and complaints.	3.1 Assist clients to fully describe issues and complaints according to agency policy and procedures. 3.2 Resolve simple issues or complaints, or to refer to others, according to agency policy and procedures. 3.3 Record issues, complaints and outcomes according to agency policy and procedures.

Foundation Skills

Foundation skills essential to performance are explicit in the performance criteria of this unit of competency.

Unit Mapping Information

No equivalent unit.

Supersedes but is not equivalent to:

- CPPDSM3010 Meet customer needs and expectations in the property industry
- CPPDSM3019 Communicate with clients in the property industry.

Links

Companion volumes to this training package are available at the VETNet website - <https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=6f3f9672-30e8-4835-b348-205dfcf13d9b>

Assessment Requirements for CPPREP3002 Communicate effectively to support customer service in real estate

Modification History

Release 1 This version first released with CPP Property Services Training Package Release 8.0.

Supersedes but is not equivalent to CPPDSM3010 Meet customer needs and expectations in the property industry and CPPDSM3019 Communicate with clients in the property industry.

Merged to reduce duplication. Updated to the Standards for Training Packages.

Performance Evidence

To demonstrate competency in this unit, a person must use communication techniques to support two internal and two external clients **by**:

- identifying and confirming support needs
- applying communication techniques for meeting the needs and expectations of internal and external customers and clients
- confirming sufficiency of information given
- assisting in resolving customer and client issues and complaints.

In doing this, the person must meet the performance criteria for this unit.

Knowledge Evidence

To be competent in this unit, a person must demonstrate knowledge of:

- Commonwealth and state or territory legislation relating to supporting internal and external clients in real estate
- professional ethical standards in real estate relating to supporting internal and external clients in real estate
- importance of accurate and complete collection of information about client requirements
- techniques for:
 - creating, building and maintaining strong and effective communication channels with internal and external clients
 - identifying the preferences, needs and expectations of internal and external clients
 - explaining the features and benefits of real estate agency services to external clients
 - using paper-based and technology-based written communications effectively with internal and external clients
 - recording external client contact details and encouraging commitment to further engagement with the agency

- working effectively independently and as a member of a team
- collecting comprehensive details of client needs and requirements
- collecting comprehensive details of client complaints
- referring clients to colleagues
- communication techniques:
 - active listening
 - using effective questioning and responding to establish rapport
 - providing opportunities to clarify understanding
 - questioning and seeking feedback
 - summarising and paraphrasing to check understanding
 - using appropriate body language
- processes for:
 - locating and accessing information for clients
 - collecting information from clients
 - selecting and using business equipment and technology to assist in supporting clients
 - ensuring security of information.

Assessment Conditions

Assessors must satisfy the requirements for assessors contained in the Standards for Registered Training Organisations.

Assessment of performance must be undertaken in the workplace or in a simulated workplace environment.

Assessors are responsible for ensuring that the person demonstrating competency has access to the following:

For assessment conducted in the workplace:

- a real estate agency workplace, staff and business documentation relating to supporting internal and external clients
- equipment, communication and data access technology required to support internal and external customers.

For assessment in a simulated workplace environment:

- details of the support requirements of the internal and external clients specified in the Performance Evidence
- materials and equipment meeting the full industry standard for a mid-size real estate agency, including:
 - documentation relating to:
 - supporting internal and external clients
 - receiving complaints
 - position description including detailed roles and responsibilities for the role to be assumed by the person undergoing assessment
 - role descriptions for people participating in role-play exercises

- equipment, communication and data access technology required for supporting internal and external clients.
-

Links

Companion volumes to this training package are available at the VETNet website -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=6f3f9672-30e8-4835-b348-205dfcf13d9b>