



Australian Government

CPPSPS3010 Sell swimming pool and spa products and services

Release: 1

CPPSPS3010 Sell swimming pool and spa products and services

Modification History

Release 1.

Supersedes and is equivalent to CPPSPS3010A.

Unit of competency upgraded to reflect Standards for Training Packages 2012.

This version first released with CPP Property Services Training Package Version 6.0.

Application

This unit of competency specifies the skills and knowledge required to sell swimming pool and spa products and services. It involves applying selling skills and knowledge of swimming pool and spa products and services to meet customers' needs.

It applies to swimming pool and spa technicians, and related industry professionals and specialists, with limited supervisory responsibilities who perform their duties alone or as members of a team.

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

Pre-requisite Unit

Nil

Unit Sector

Swimming pool and spa servicing

Elements and Performance Criteria

Elements describe the essential outcomes.	Performance criteria describe what needs to be done to demonstrate achievement of the element.
1. Prepare for selling swimming pool and spa products and services.	1.1 Review own swimming pool and spa product and service knowledge. 1.2 Review own knowledge of the types, applications, features and benefits of swimming pool and spa products and services.
2. Determine customer requirements for swimming pool and spa products and services	2.1 Determine and apply type and timing of approach to customer, taking into account customer and workplace requirements. 2.2 Determine and apply appropriate sales approach to customer. 2.3 Apply questioning techniques to determine and confirm

	customer-buying motives for swimming pool and spa products and services. 2.4 Apply listening skills to determine and confirm customer requirements for swimming pool and spa products and services. 2.5 Interpret customer non-verbal communication cues to determine and confirm customer requirements for swimming pool and spa products and services.
3. Apply sales strategies.	3.1 Match customer motives and requirements to swimming pool and spa products and services. 3.2 Clearly communicate features and benefits of swimming pool and spa products and services to customer. 3.3 Clearly communicate swimming pool and spa product use and safety requirements to customer 3.4 Provide customer with manufacturers' and promotional information on swimming pool products and services. 3.5 Refer customer to product and service specialists as required. 3.6 Respond to customer questions about swimming pool and spa products and services accurately and honestly or refer to other staff for response.
4. Close sale of swimming pool and spa products and services.	4.1 Identify and monitor customer buying signals and respond appropriately. 4.2 Acknowledge customer objections and offer solutions. 4.3 Encourage customer to make purchase decisions. 4.4 Select and apply appropriate method of closing sale. 4.5 Process order and/or payment for swimming pool or spa product or service using ordering or point-of-sale systems, as required.
5. Maximise sale opportunities.	5.1 Identify and maximise opportunities for making additional sales. 5.2 Review sales process, outcomes and feedback to develop changes to maximise future sales.

Foundation Skills

This section describes the language, literacy, numeracy and employment skills essential to performance in this unit but not explicit in the performance criteria:

- reading skills to access and interpret product information for swimming pool and spa products and services
- writing skills to complete information, and sales and delivery documentation for swimming pool and spa products and services
- numeracy skills to interpret routine numerical and graphical information relating to price and specifications of swimming pool and spa products and services
- oral communication skills to ask questions to clarify customer requirements for swimming pool and spa products and services
- technology skills to:
 - use business technologies
 - access swimming pool and spa products information
 - access and update electronic documents
 - search on-line databases.

Unit Mapping Information

Supersedes and is equivalent to CPPSPS3010A Sell swimming pool and spa products and services.

Links

Companion Volume implementation guides are found in VETNet -

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

Assessment Requirements for CPPSPS3010 Sell swimming pool and spa products and services

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Performance Evidence

To demonstrate competency in this unit, a person must successfully sell swimming pool and spa products and services, including each of:

- one swimming pool product
- one spa product
- one swimming pool or spa service.

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:

- requirements of jurisdictional legislation and regulations relating to selling swimming pool and spa products and services, including those for work health and safety (WHS) and protection of the environment
- workplace procedures for selling swimming pool and spa products and services, including interpreting work orders and reporting problems
- Australian Competition and Consumer Commission product safety guidelines
- Commonwealth, state or territory legislation, and local government regulations impacting on the sale of swimming pool and spa products and services relating to:
 - consumer protection
 - dangerous goods
 - swimming pool and spa chemicals
 - environmental protection
 - health
 - work health and safety (WHS)
 - waste disposal
- processes for developing, documenting and demonstrating swimming pool and spa product service knowledge
- techniques for types and timing of sales approaches to customers for swimming pool and spa products and services

- customer service principles applicable to customers for swimming pool and spa products and services
- theories of customer types, characteristics and behaviours applicable to customers for swimming pool and spa products and services, including:
 - customer behaviour and cues
 - customer buying motives
 - demographics, lifestyle and income range of potential buyers
 - individual and cultural differences
 - types of customer needs:
 - environmental
 - functional
 - psychological
- questioning techniques, listening skills and non-verbal communication skills applicable to customers for swimming pool and spa products and services
- techniques for communicating features and benefits of swimming pool and spa products and services to customers
- sources of information on swimming pool and spa products and services, including:
 - demonstrations
 - enterprise manuals
 - franchise and business meetings
 - internet
 - product labels
 - product profiles
 - promotional materials
 - staff members:
 - business owner
 - field staff
 - senior sales staff
 - supplier manuals
 - suppliers and their representatives
 - trade displays and trade conferences
 - training programs
 - videos
 - on-line databases, websites and information
- knowledge of features and benefits of workplace swimming pool and spa product and service range
- swimming pool and spa products and services, including:
 - components, spare parts and consumable items for swimming pool and spa systems
 - swimming pool and spa equipment and accessories
 - swimming pool and spa maintenance, service and repair
 - swimming pool and spa toys

- swimming pool and spa chemicals
- technical advice on swimming pool or spa
- water testing services
- water testing kits
- swimming pool and spa product and service knowledge, including:
 - after-sales service and support of product or service
 - application of product or service
 - availability of product or service
 - benefits of product or service
 - common faults and troubleshooting of product or service
 - comparative products and services
 - consumer reports on product or service
 - environmental protection relating to product or service
 - features of product or service
 - installation and set-up of product or service
 - legislative and regulatory requirements relating to product or service
 - manufacturer requirements relating to product or service
 - operation of product or service
 - potential hazards of product or service
 - price of product or service
 - risks associated with product or service
 - safe handling, transport, disposal and storage requirements of product or service
 - safety features and requirements of product or service
 - servicing requirements of product or service
 - time-saving features of product or service
 - use-by dates of product or service
 - warranties of product or service
- components, spare parts and consumable items for swimming pool and spa systems, including:
 - circulation and filtration
 - cleaning and vacuuming
 - dosing
 - heating
 - lighting
 - spa equipment
 - swimming pool and spa accessories
 - swimming pool and spa maintenance, service and repair
 - swimming pool and spa toys
 - swimming pool and spa chemicals
 - technical advice on swimming pools and spas

- water testing services
- water testing kits
- techniques for closing sales of swimming pool and spa products and services and for making additional sales
- procedures for processing different methods of placing orders or payment
- operation of point-of-sale systems
- processes for reviewing sales process, outcomes and feedback and using the results to improve sales performance.

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. Tasks are to be performed to the level of proficiency and within the time limits expected in a workplace.

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

- work site/s and specifications to sell swimming pool and spa products and services
- appropriate documents, safety data sheets (SDSs), and product and service information currently used in industry
- access to product and service on-line data
- requirements of appropriate sections of legislation and regulations
- relevant workplace policies and procedures.

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