



Australian Government

Department of Education, Employment and Workplace Relations

CPPSEC2025A Sell security products and services

Release: 1

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Modification History

Not Applicable

Unit Descriptor

Unit descriptor This unit of competency specifies the outcomes required to provide quality security products and services to clients. It requires the ability to identify clients needs and use sales techniques to maximise selling opportunities. It also requires an ability to use problem solving techniques and communication skills to promote client confidence.

This unit may form part of the licensing requirements for persons engaged in the sale and installation of security equipment or systems in those states and territories where these are regulated activities.

Application of the Unit

Application of the unit This unit of competency has application to a range of technical security work roles in the security industry. Work is performed under routine supervision and competency requires some judgement and decision-making. The knowledge and skills described in this unit are to be applied within relevant legislative and organisational guidelines.

Licensing/Regulatory Information

Refer to Unit Descriptor

Pre-Requisites

Not Applicable

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 required 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/or the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Identify client needs.	1.1 Client needs are clarified using appropriate interpersonal techniques in accordance with legislative and organisational requirements. 1.2 Clients are provided with information about available products and services to meet their needs and assisted in the selection of preferred options. 1.3 Relationship with client is established using appropriate communication skills to promote client confidence. 1.4 Personal limitations in addressing client needs are identified and assistance sought as required from relevant persons.
2 Sell security products and services.	2.1 Routine client questions are answered accurately or assistance sought from relevant persons. 2.2 Effective sales techniques are used to meet identified client needs in accordance with organisational procedures and legislative requirements. 2.3 Product use and safety requirements are described or demonstrated to clients in accordance with manufacturer's specifications. 2.4 Client dissatisfaction is identified and solutions offered to meet client needs. 2.5 Client is encouraged to make purchase decision in accordance with selected sale closing method. 2.6 Sale is recorded and followed up in writing in accordance with organisational procedures.
3 Maximise sales opportunities.	3.1 Specific security products or services which match client needs are explained and promoted. 3.2 Information regarding problems and delays is promptly communicated to clients. 3.3 Complaints from clients are handled courteously, recorded and reported to relevant persons. 3.4 Client feedback is reviewed in consultation with relevant persons and used to identify opportunities for repeat business and improved sales.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- basic information technology including use of spreadsheets to calculate information
- basic research
- complete basic workplace documentation
- literacy skills to understand and communicate security information (reading, writing, speaking, numeracy and listening)
- match sales approaches to client behaviour
- numeracy skills to estimate service timeframes, costs and resource requirements
- personal skills to relate to people from a range of social, cultural and ethnic backgrounds and varying physical and mental abilities
- present a professional image
- questioning to check understanding
- recognise opportunities for additional sales to same client
- solve routine problems and handle client complaints
- summarise information received
- work effectively on an individual basis and as part of a team.

Required knowledge

- common factors influencing client decisions
- difference between negative and positive language
- differences between written and spoken English
- how to read and use body language to gain confidence of clients
- how to safeguard confidential information
- how to use business equipment to present information
- legislation and regulations applicable to providing security services
- organisational standards and procedures for client service
- organisational standards for the presentation and maintenance of written information
- procedures and channels for reporting information
- range of available security products and services and special features (eg warranties, after sales support)
- rights and responsibilities of clients
- typical buy signals and strategies for closing sales.

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.

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:

- applying product knowledge and an appropriate sales approach to sell the benefits of products, overcome problems and close sales
- using communication skills to accurately identify and meet client requirements and resolve and report complaints
- complying with organisational and legislative requirements for the sale of security products and services
- using client feedback to identify and action improvements to sales and opportunities for repeat business.

Context of and specific resources for assessment

Context of assessment includes:

- a setting in the workplace or environment that simulates the conditions of performance described in the elements, performance criteria and range statement.

Resource implications for assessment include:

- access to a registered provider of assessment services
- access to a suitable venue and equipment
- access to plain English version of relevant statutes and procedures
- assessment instruments including personal planner and assessment record book
- work schedules, organisational policies and duty statements.

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

Method of assessment

This unit of competency should be assessed using questioning of underpinning knowledge and skills.

Guidance information for assessment

Assessment processes and techniques must be culturally appropriate and suitable to the language, literacy and numeracy capacity of the candidate and the competency being assessed. In all cases where practical assessment is used, it should be combined with targeted questioning to assess the underpinning knowledge.

Oral questioning or written assessment may be used to assess underpinning knowledge. In assessment situations where the

candidate is offered a choice between oral questioning and written assessment, questions are to be identical.

Supplementary evidence may be obtained from relevant authenticated correspondence from 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.

Interpersonal techniques may include:

- active listening
- being respectful and non-discriminatory to others
- control of tone of voice and body language
- demonstrating flexibility and willingness to negotiate and compromise
- interpreting non-verbal and verbal messages
- maintaining professionalism
- providing and receiving constructive feedback
- questioning to clarify and confirm understanding
- two-way communication
- use of communication appropriate to cultural differences
- use of positive, confident and cooperative language.

Legislative requirements may relate to:

- applicable commonwealth, state and territory legislation which affects work such as:
 - workplace safety
 - environmental issues
 - equal employment opportunity
 - industrial relations
 - anti-discrimination and diversity
- Australian building codes and regulations
- Australian Communications Authority cabling standards
- Australian standards and quality assurance
- award and enterprise agreements
- evidence collection

Organisational requirements may relate to:

- freedom of information
- goods and services tax
- licensing arrangements and certification requirements
- privacy requirements
- relevant industry codes of practice
- telecommunications
- trade practices
- transport, storage and handling of goods.
- access and equity policies, principles and practices
- business and performance plans
- client service standards
- code of conduct, code of ethics
- communication and reporting procedures
- complaint and dispute resolution procedures
- emergency and evacuation procedures
- employer and employee rights and responsibilities
- Occupational Health and Safety (OHS) policies, procedures and programs
- own role, responsibility and authority
- personal and professional development
- privacy and confidentiality of information
- quality assurance and continuous improvement processes and standards
- resource parameters and procedures
- roles, functions and responsibilities of security personnel
- storage and disposal of information.

Products and services may include:

- alarm systems
- audible and visual warning devices
- bank pop up screens
- biometrics systems
- boom gates
- cameras
- control panels
- detection devices
- electric and mechanical fire safety and fire locking systems
- electronic readers
- electronic recognition controls
- grills
- intercoms
- lighting
- locks and locking systems

	• monitors and control equipment • power supplies • security doors and door controls • turnstiles • wireless equipment.
<i>Communication skills may include:</i>	• active listening • comprehension • note-taking • positive body language • questioning • reading accurately • speaking clearly • summarising • writing.
<i>Personal limitations may relate to:</i>	• being unsure of best method to complete task • compliance with OHS requirements • current competence level • difficulties in meeting timelines • inability to fulfil own role and responsibilities • licensing requirements • product knowledge or specifications • understanding of assignment instructions • understanding of legal requirements.
<i>Relevant persons may include:</i>	• client • security consultant • senior sales colleagues • supervisor • suppliers or manufacturers • technical security specialists.
<i>Routine client questions may relate to:</i>	• installation • merchandise • price • quality • supply and delivery processes and timeframes • usage • warranty.
<i>Sales techniques may include:</i>	• closing a sale • gaining a client • negotiation skills • over-the-phone empathy creation • securing payment • techniques including, trade-up, trade-in, tie-ins, cut-ins,

- range-ins.
- Manufacturer's specifications may be found in:***
- attachments to the equipment
 - equipment specifications
 - operator manuals
 - plans and diagrams
 - printed instruction leaflets
 - warranty documents.
- Sale closing methods may include:***
- allow client time to make a decision
 - ask for the sale in a positive and professional manner
 - creating a sense of urgency for purchase
 - monitoring buying signals
 - provide alternatives (eg style, size etc)
 - provide solutions to outstanding problems or condition of sale (eg guarantee delivery date etc).
- Feedback may be obtained from the following sources:***
- client satisfaction forms
 - follow up contact
 - suggestion box
 - telephone survey
 - verbal questioning.

Unit Sector(s)

Unit sector Security

Competency field

Competency field Technical security