



Australian Government

CPPSPS3010A Sell swimming pool and spa products and services

Release: 1

CPPSPS3010A Sell swimming pool and spa products and services

Modification History

Version	Comments
1	This version first released with CPP07 Property Services Training Package Version 13.

Unit Descriptor

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

Application of the Unit

This unit of competency supports the work of swimming pool and spa technicians engaged in servicing domestic, commercial and public swimming pools and spas.

Licensing/Regulatory Information

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

Pre-Requisites

Nil

Employability Skills Information

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

Elements and Performance Criteria

- | | | |
|---|--|---|
| 1 | Apply knowledge of swimming pool and spa products and services. | <p>1.1 Knowledge of the types, applications, features and benefits of <i>swimming pool and spa products and services</i> is demonstrated in line with enterprise and legislative requirements.</p> <p>1.2 Swimming pool and spa <i>product and service knowledge</i> is developed by accessing <i>relevant sources of information</i>.</p> |
| 2 | Approach customer. | <p>2.1 Timing of customer approach is determined, taking into account customer and enterprise requirements.</p> <p>2.2 Effective <i>sales</i> approach is applied in line with customer and enterprise requirements.</p> <p>2.3 Positive impression is conveyed to arouse customer interest in line with enterprise procedures.</p> |
| 3 | Gather information on customer requirements. | <p>3.1 Questioning techniques are applied to determine customer-buying motives in line with enterprise procedures.</p> <p>3.2 Listening skills are used to determine customer requirements in line with enterprise procedures.</p> <p>3.3 Customer non-verbal communication cues are interpreted and clarified in line with enterprise procedures.</p> |

- | | | | | | | | | | | | | | | |
|----------|--|---|-----|--|-----|---|-----|--|-----|---|-----|---|-----|--|
| 4 | Inform customer of benefits, features and safety requirements of swimming pool and spa products and services. | <table border="0"><tr><td style="vertical-align: top; padding-right: 20px;">4.1</td><td>Customer needs are matched to appropriate products and services in line with enterprise procedures.</td></tr><tr><td style="vertical-align: top; padding-right: 20px;">4.2</td><td>Features and benefits of product or service are clearly communicated to customer in line with enterprise procedures.</td></tr><tr><td style="vertical-align: top; padding-right: 20px;">4.3</td><td>Swimming pool and spa product <i>use and safety requirements</i> are clearly communicated to customer in line with enterprise procedures.</td></tr><tr><td style="vertical-align: top; padding-right: 20px;">4.4</td><td>Manufacturer and promotional information on swimming pool products and services is provided to customer in line with enterprise procedures.</td></tr><tr><td style="vertical-align: top; padding-right: 20px;">4.5</td><td>Customer is referred to appropriate product and service specialists as required in line with enterprise procedures.</td></tr><tr><td style="vertical-align: top; padding-right: 20px;">4.6</td><td><i>Customer questions</i> about swimming pool and spa products and services are answered accurately and honestly, or referred to senior staff in line with enterprise procedures.</td></tr></table> | 4.1 | Customer needs are matched to appropriate products and services in line with enterprise procedures. | 4.2 | Features and benefits of product or service are clearly communicated to customer in line with enterprise procedures. | 4.3 | Swimming pool and spa product <i>use and safety requirements</i> are clearly communicated to customer in line with enterprise procedures. | 4.4 | Manufacturer and promotional information on swimming pool products and services is provided to customer in line with enterprise procedures. | 4.5 | Customer is referred to appropriate product and service specialists as required in line with enterprise procedures. | 4.6 | <i>Customer questions</i> about swimming pool and spa products and services are answered accurately and honestly, or referred to senior staff in line with enterprise procedures. |
| 4.1 | Customer needs are matched to appropriate products and services in line with enterprise procedures. | | | | | | | | | | | | | |
| 4.2 | Features and benefits of product or service are clearly communicated to customer in line with enterprise procedures. | | | | | | | | | | | | | |
| 4.3 | Swimming pool and spa product <i>use and safety requirements</i> are clearly communicated to customer in line with enterprise procedures. | | | | | | | | | | | | | |
| 4.4 | Manufacturer and promotional information on swimming pool products and services is provided to customer in line with enterprise procedures. | | | | | | | | | | | | | |
| 4.5 | Customer is referred to appropriate product and service specialists as required in line with enterprise procedures. | | | | | | | | | | | | | |
| 4.6 | <i>Customer questions</i> about swimming pool and spa products and services are answered accurately and honestly, or referred to senior staff in line with enterprise procedures. | | | | | | | | | | | | | |
| 5 | Close sale. | <table border="0"><tr><td style="vertical-align: top; padding-right: 20px;">5.1</td><td>Customer buying signals are monitored, identified and responded to in line with enterprise procedures.</td></tr><tr><td style="vertical-align: top; padding-right: 20px;">5.2</td><td>Customer objections are identified and acknowledged and <i>solutions</i> offered in line with enterprise procedures.</td></tr><tr><td style="vertical-align: top; padding-right: 20px;">5.3</td><td>Customer is encouraged to make purchase decisions in line with enterprise procedures.</td></tr><tr><td style="vertical-align: top; padding-right: 20px;">5.4</td><td>Appropriate method of closing sale is selected and applied in line with enterprise procedures.</td></tr><tr><td style="vertical-align: top; padding-right: 20px;">5.5</td><td><i>Payment</i> for swimming pool or spa product or service is processed using point-of-sale systems, as required and in line with enterprise procedures.</td></tr></table> | 5.1 | Customer buying signals are monitored, identified and responded to in line with enterprise procedures. | 5.2 | Customer objections are identified and acknowledged and <i>solutions</i> offered in line with enterprise procedures. | 5.3 | Customer is encouraged to make purchase decisions in line with enterprise procedures. | 5.4 | Appropriate method of closing sale is selected and applied in line with enterprise procedures. | 5.5 | <i>Payment</i> for swimming pool or spa product or service is processed using point-of-sale systems, as required and in line with enterprise procedures. | | |
| 5.1 | Customer buying signals are monitored, identified and responded to in line with enterprise procedures. | | | | | | | | | | | | | |
| 5.2 | Customer objections are identified and acknowledged and <i>solutions</i> offered in line with enterprise procedures. | | | | | | | | | | | | | |
| 5.3 | Customer is encouraged to make purchase decisions in line with enterprise procedures. | | | | | | | | | | | | | |
| 5.4 | Appropriate method of closing sale is selected and applied in line with enterprise procedures. | | | | | | | | | | | | | |
| 5.5 | <i>Payment</i> for swimming pool or spa product or service is processed using point-of-sale systems, as required and in line with enterprise procedures. | | | | | | | | | | | | | |
| 6 | Maximise sales opportunities. | <table border="0"><tr><td style="vertical-align: top; padding-right: 20px;">6.1</td><td>Opportunities for making additional sales are recognised and applied in line with enterprise procedures.</td></tr><tr><td style="vertical-align: top; padding-right: 20px;">6.2</td><td>Personal sales outcomes are reviewed to maximise future sales in line with enterprise procedures.</td></tr></table> | 6.1 | Opportunities for making additional sales are recognised and applied in line with enterprise procedures. | 6.2 | Personal sales outcomes are reviewed to maximise future sales in line with enterprise procedures. | | | | | | | | |
| 6.1 | Opportunities for making additional sales are recognised and applied in line with enterprise procedures. | | | | | | | | | | | | | |
| 6.2 | Personal sales outcomes are reviewed to maximise future sales in line with enterprise procedures. | | | | | | | | | | | | | |

Required Skills and Knowledge

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

Required skills

- communication skills to:
 - advise customers of complementary products or services in line with their identified needs
 - interact in an ethical manner with customers from diverse social, economic and cultural backgrounds
 - use listening and questioning skills to determine and clarify verbal and non-verbal customer cues
- decision-making and problem-solving skills to offer solutions to customer objections regarding swimming pool and spa products and services
- literacy skills to read and interpret product information and enterprise policies and procedures
- numeracy skills to handle payments for swimming pool and spa products and services
- research skills to identify and locate information on swimming pool and spa products and services
- technology skills to use point-of-sale equipment
- time-management skills to:
 - provide quality customer service
 - sell swimming pool and spa products and services to multiple customers

Required knowledge

- Australian Competition and Consumer Commission product safety guidelines
- commonwealth, state or territory, and local government legislation and regulations impacting on the sale of swimming pool and spa products and services related to:
 - consumer protection
 - dangerous goods
 - environment protection
 - health
 - work health and safety
 - waste disposal
- customer service principles
- customer types and behaviours, including:
 - customer behaviour and cues
 - customer buying motives

- demographics, lifestyle and income
- individual and cultural differences
- types of customer needs:
 - environmental
 - functional
 - psychological
- enterprise policies and procedures in regard to:
 - allocated duties and responsibilities
 - returns
 - selling products and services
- enterprise swimming pool and spa product and service range:
 - components, spare parts and consumable items for swimming pool and spa systems:
 - 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 or spa chemicals
 - technical advice on swimming pools or spas
 - water testing service
 - water testing kits
- methods of payment
- operation and maintenance of point-of-sale systems:
 - calculator
 - EFTPOS/credit card machine
 - cash register
 - scanner
- selling techniques
- swimming pool and spa chemical safety

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 demonstration of selling swimming pool and spa products and services by applying knowledge of swimming pool and spa products and services and selling skills.
Critical aspects for assessment and evidence required to demonstrate competency in this unit	A person should demonstrate the ability to: • apply swimming pool and spa product and service knowledge and use appropriate sales approach to sell the benefits of products and services, overcome objections and close sales • use questioning, listening and observation skills to determine customer requirements • apply enterprise policies and procedures in regard to selling products and services • maximise sales opportunities according to enterprise policies and procedures • apply industry codes of practice, relevant legislation and statutory requirements in regard to selling swimming pool and spa products and services • evaluate personal sales performance to maximise future sales.
Context of and specific resources for assessment	Assessment of essential underpinning knowledge may be conducted in an off-site context and is to comply with relevant regulatory and Australian standards' requirements. Resource implications for assessment include: • relevant codes, standards and government regulations • a technical reference library with current publications on: • swimming pool and spa products and services • customer service principles • selling techniques.
Method of assessment	Assessment methods must: • satisfy the endorsed Assessment Guidelines of the CPP07 Property 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. This unit could be assessed on its own or in combination with other units relevant to the job function.
Guidance information for assessment	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. 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.

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.

<i>Swimming pool and spa products and services</i> may include:	- components, spare parts and consumable items for swimming pool and spa systems: - automation - chlorination - circulation and filtration - cleaning and vacuuming - heating - lighting - spa equipment - swimming pool and spa accessories - swimming pool and spa components - 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 service - water testing kits.
<i>Product and service knowledge</i> may include:	- after-sales service and support - application - availability

	• benefits • common faults and troubleshooting • comparative products and services • consumer reports • environment protection • features • installation and set-up • legislative and regulatory requirements • manufacturer requirements • operation • potential hazards • price • risks • safe handling, transport, disposal and storage requirements • safety features • safety requirements • servicing requirements • time-saving features • use-by dates • warranties.
Relevant sources of information may include:	• demonstrations • enterprise manuals • franchise and business meetings • internet • 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.
Sales transactions may be completed:	• face to face • online • over the telephone.
Use and safety requirements may	• application • disposal

include:	• environment protection • handling • human and animal safety • legislative requirements • manufacturer requirements • storage • transport.
Customer questions may include:	• after-sales service • availability • benefits • comparative products and services • environment protection • features • limitations • price • quality • safety • technical features • technical support • warranties.
Solutions may include problem-solving techniques, such as:	• advice on swimming pool and spa product or service promotions • demonstration • referral to comparative swimming pool or spa product or service • referral to swimming pool or spa product or service specialist • referral to technical reports on swimming pool or spa product or service • use of case studies of swimming pool or spa product or service • use of consumer feedback on swimming pool or spa product or service • use of manufacturer, industry and promotional materials.
Payments may include:	• account • cash • cheque • credit card • EFTPOS.

Unit Sector(s)

Competency field

Unit sector Swimming pools and spas

Custom Content Section

Not applicable.