



Australian Government

Assessment Requirements for FBPCDS2003 Sell cellar door products and services

Release: 1

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Modification History

Release	Comments
Release 1	This version released with FBP Food, Beverage and Pharmaceutical Training Package Version 2.0.

Performance Evidence

An individual demonstrating competency must satisfy all of the elements and performance criteria in this unit.

There must be evidence that the individual has sold cellar door products and services and has demonstrated the following when selling at least two separate product types:

- developed and maintained workplace product and service knowledge, including knowledge of competitor products and services for comparison
- sought information from product or service resources and assistance from colleagues and/or product specialists
- determined customer needs and buying motives using effective communication:
 - questioning techniques
 - active listening skills
 - observing customer behaviour
- matched customer requirements to appropriate product or service
- conveyed product and service knowledge to customers
- provided solutions or alternatives to customer objections about potential purchases
- applied appropriate and effective sales approaches according to workplace procedures, customer behaviour or buying signals
- closed sales and maximised sales opportunities.

Knowledge Evidence

An individual must be able to demonstrate the knowledge required to perform the tasks outlined in the elements and performance criteria of this unit. This includes knowledge of:

- features of a range of products and services available from the sales outlet or workplace
- features of workplace customer service
- information sources for product information including:
 - product lists
 - expertise of colleagues

- promotional materials
- features and characteristics of customer types and motivations for purchasing cellar door products and services
- sales techniques including:
 - use of effective communication
 - methods of sales approaches
 - understanding customer needs
 - promoting features and benefits of products and services
 - how to identify and overcome objections
 - how to close sales
 - methods to maximise sales and add-on products and services
- health and safety in the workplace and consumer regulatory requirements as they apply in the workplace in relation to serving or selling.

Assessment Conditions

Assessment of skills must take place under the following conditions:

- physical conditions:
 - a workplace or an environment that accurately represents workplace condition
- resources, equipment and materials:
 - range of workplace products and relevant equipment
 - product and service information or technology for accessing information
- specifications:
 - workplace procedures relating to selling cellar door products and services
- relationships (internal and/or external):
 - external customers for sales opportunities and internal personnel for assistance.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

Companion Volume Implementation Guides are found in VETNet: -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=78b15323-cd38-483e-aad7-1159b570a5c4>