



Australian Government

SFLSOP009 Sell floristry products

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to proactively sell floristry products. It requires the ability to identify specific customer needs, suggest a range of products to meet needs, provide current and accurate product information and close the sale. Sales could be face-to face, via electronic means or over the telephone.

While the product could be a display or stock item, this unit focuses on higher order sales skills required to sell those intangible floristry products that are subject to future design and construction.

This unit applies to all floristry industry businesses including retail floristry shops, studio or online businesses and those that specialise in corporate or special events. It applies to frontline sales or operations personnel who work with some level of independence and under limited supervision and guidance from others. This includes retail florists, telephone sales agents, e-business sales personnel, studio florists and floral designers.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil

Competency Field

Sales and Operations

Unit Sector

Floristry

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Identify customer needs.

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

- 1.1 Identify specific customer needs and preferences, including cultural needs and expectations.
- 1.2 Identify any customer requirements which breach

- ethical, legal or confidentiality commitments.
- 1.3 Establish rapport with customer to promote goodwill and trust.
2. Suggest products to meet customer needs.
- 2.1 Use product knowledge to tailor product options to specific customer needs.
- 2.2 Suggest product and service options according to current promotional focus of the organisation.
- 2.3 Seek information on competitor product range and use to offer comparisons.
- 2.4 Suggest additional products and options to enhance customer request and maximise profitability of sale.
- 2.5 Source additional information to meet specific customer needs.
3. Provide product information and advice.
- 3.1 Provide current and accurate product information and advice in a timely manner.
- 3.2 Suggest alternative products and services if desired products are unavailable.
- 3.3 Present all options promptly in a clear format and style.
- 3.4 Disclose and ensure customer understanding of sales, product coordination and delivery fees.
- 3.5 Provide appropriate scope and depth of information to meet customer needs.
4. Sell products.
- 4.1 Clearly explain and promote product features and benefits.
- 4.2 Provide additional information to address customer questions and objections.
- 4.3 Select and use techniques at appropriate time to close sale.
- 4.4 Identify and act on opportunities to enhance service quality.
5. Follow up sales opportunities.
- 5.1 Make follow up contact with customer if appropriate.
- 5.2 Provide any required after sales service according to organisational procedures.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed below:

Skill	Description
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- | | |
|-------------------------------|---|
| Reading skills to: | <ul style="list-style-type: none">• interpret detailed in-house and supplier product information documents. |
| Writing skills to: | <ul style="list-style-type: none">• create customer files and record sometimes complex customer requests• present clear product options in a clear format and style. |
| Oral communication skills to: | <ul style="list-style-type: none">• ask open and closed probe questions and actively listen to determine and meet customer preferences. |
| Numeracy skills to: | <ul style="list-style-type: none">• interpret basic fee information from in-house documents and complete basic fee calculations. |
| Self-management skills to: | <ul style="list-style-type: none">• take responsibility for selling floristry products from first customer contact to closing the sale. |
| Technology skills to: | <ul style="list-style-type: none">• use a computer and keyboard and online information systems to source product information. |

Unit Mapping Information

No equivalent unit.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1fbe7a66-4c60-4b1c-8616-a3e693d9d8b9>

Assessment Requirements for SFLSOP009 Sell floristry products

Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- sell these types of floristry products:
 - one ancillary merchandise item
 - one cash and carry arrangement
 - one display or stock item
- sell floristry products to these customer types:
 - one customer purchasing custom made floristry products for a special occasion
 - one customer purchasing custom made gifts for annual celebratory days
 - one customer with special language or cultural needs.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- sales techniques:
 - opening techniques
 - recognising buying signals
 - strategies to focus customer on specific products and services
 - selling intangible products
 - selling add ons and complementary products
 - overcoming customer objections
 - closing techniques
- general characteristics of the main social and cultural groups in Australian society and key aspects of their cultural and religious protocols and preferences for flowers, plant materials and designs
- key features of competitor product range and similarities and differences with the products and services sold by the organisation
- ethical considerations for the sale of floristry products and responsible actions with particular emphasis on these circumstances:
 - non-disclosure of purchaser to recipient for anonymity of gift giver
 - known or published requests by those holding a funeral for non-receipt of flowers
 - non-receipt policy for institutions

- primary components of consumer protection laws that relate to selling floristry products especially organisational responsibility for supplying products as described or substituting suitable products when unable
- primary components of privacy law and actions that floristry business must take to protect privacy of customer information
- a range of formats for and inclusions of information presented to customers.

Assessment Conditions

Skills must be demonstrated in a floristry industry sales environment. This can be:

- an industry workplace
- a simulated industry environment operated within a training organisation.

Assessment must ensure use of:

- computers and email service
- telephones
- either electronic or hard copies of:
 - organisational product information and price lists
 - grower and other supplier brochures, information sheets and price lists
- current plain English regulatory documents distributed by government regulators for:
 - consumer protection law
 - privacy law
- customers with whom the individual can interact to sell products; these can be:
 - paying customers in an industry workplace who are served by the individual during the assessment process or
 - people who participate in role plays or simulated activities, set up for the purpose of assessment, in a simulated industry environment operated within a training organisation
- sufficient customer traffic that allows for prioritisation of tasks so that customers are served effectively in a logical sequence.

Assessors must satisfy the Standards for Registered Training Organisation's requirements for assessors, and:

- hold a qualification or Statement of Attainment in Floristry which includes this unit of competency or equivalent; and
- have worked as a florist in the industry for at least three years where they have applied this unit of competency or equivalent.

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