



Australian Government

Department of Education, Employment and Workplace Relations

SFLSOP307A Sell floristry products

Revision Number: 1

SFLSOP307A Sell floristry products

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to proactively sell floristry products. It requires the ability to identify specific customer needs, to apply in-depth product knowledge and suggest a range of products to meet those needs, and to provide current and accurate product information and close the sale. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement. However, some floristry businesses supply liquor, the sale of which is regulated. Where this is the case, it is appropriate to select the responsible service of alcohol unit of competency as an elective and assess it in combination with this unit.
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Application of the Unit

Application of the unit	This unit describes a key sales function for a diverse range of floristry products and services and applies to the full range of industry sectors. The floristry business could be a retail, studio or online floristry business and the sale could be face-to face, via electronic means or over the telephone. Whilst 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 has particular application to those personnel who sell as a key focus of their job role and for whom selling is an essential skill. It applies to florists or sales personnel who operate with some level of autonomy or under limited supervision and guidance from others. It is undertaken by a diverse range of people such as retail florists, telephone sales agents, e-business sales personnel, studio florists, floral designers, florists involved in corporate or special events and owner-operators of small floristry businesses.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units	Nil	

Employability Skills Information

Employability skills	This unit contains Employability Skills.
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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the 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 the range statement. Assessment of performance is to be consistent with the evidence guide.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Identify customer needs.	1.1. Accurately identify specific customer needs and preferences, including cultural needs and expectations. 1.2. Accurately identify the specific product information and advice needs of the customer. 1.3. Identify any customer requirements which, if met, would breach ethical, legal or confidentiality commitments. 1.4. Establish rapport with the customer to promote goodwill and trust.
2. Suggest products to meet customer needs.	2.1. Use product knowledge to tailor product options to the customer's specific needs. 2.2. Make any product and service suggestions according to current promotional focus of the organisation. 2.3. Seek information on competitors' product range and use to offer comparisons when selling to customers. 2.4. Make the customers aware of additional products and options that may enhance their request and maximise the sale profitability. 2.5. Source additional information to meet specific customer needs.
3. Provide product information and advice.	3.1. Apply product knowledge to provide current and accurate product information and advice in a timely manner. 3.2. Suggest optional products and services where desired products are unavailable. 3.3. Promptly present all options in a format and style most appropriate to the particular customer and according to the organisation's procedures. 3.4. Disclose any fees determined by the organisation to ensure charges for sales, product coordination and delivery activities are clearly understood by the customer. 3.5. Ensure the scope and depth of the information is appropriate to customer needs. 3.6. Clearly explain and promote product features and benefits to the customer. 3.7. Provide additional information to address customer questions and objections.

ELEMENT	PERFORMANCE CRITERIA
	3.8. Select and use techniques at the appropriate time to close the sale with the customer. 3.9. Identify and act on opportunities to enhance the quality of service to customers.
4. Follow up sales opportunities.	4.1. Where appropriate, make follow-up contact with the customer. 4.2. Provide any required after sales service according to the organisation's procedures.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- research skills to identify, interpret and sort relevant product information and information on competitors' product range
- sales techniques including:
 - opening techniques
 - recognising buying signals
 - strategies to focus customer on specific products and services
 - selling add-ons and complementary products
 - overcoming customer objections
 - closing techniques.
- communication skills including active listening and open and closed questioning to determine and meet customer preferences, special requirements and to develop rapport and sell suitable products and services
- communication skills to select and use appropriate verbal and non-verbal language to respond to diverse cultural and special product needs
- literacy skills to read and comprehend the content of sometimes unfamiliar and detailed product information documents, including in-house and supplier product sheets or manuals
- writing skills to create customer files and to document both fundamental and complex customer requests and present product options to the customer, e.g. in the form of an information sheet
- numeracy skills to calculate any fees that will apply to the product provision.

Required knowledge

- the essential features and benefits of an extensive range of products sold by the floristry industry and in particular the products and services sold by the organisation
- key features of competitors' product range and how it compares with the products and services sold by the organisation
- the principles of selling and sales communication, especially as they relate to intangible products subject to future design and construction
- the ethical and confidentiality commitments to customers and recipients of floristry products
- the general characteristics of the main social and cultural groups in Australian society and the key aspects that relate to their cultural and religious protocols and preferences for flowers, plant materials and designs
- formats, styles for and inclusions of information presented by the floristry industry and the organisation in particular, including styles that cater for those with special

REQUIRED SKILLS AND KNOWLEDGE

- needs (e.g. presenting information in large print, providing photographs or sketches)
- the primary components of consumer legislation, privacy law and special laws relating to the sale of prohibited products and actions that must be adhered to by floristry businesses.

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.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- ability to communicate with the customer and correctly interpret the customer's product requirements
- ability to apply sales techniques in response to a range of different customer situations
- underpinning product knowledge
- knowledge of consumer protection laws
- ability to sell floristry products and services on multiple occasions and in response to multiple customer requests. To ensure consistency of performance and ability to respond to different requirements, this should occur over a period of time and cover a diverse range of floristry products and services
- completion of sales activities within commercial time constraints.

Context of and specific resources for assessment

Assessment must ensure:

- access to a fully equipped sales environment using appropriate computers, printers, information programs, publications and software programs currently used in the floristry industry to assist the sales function
- interaction with customers to demonstrate selling techniques
- the presence of sufficient customer traffic that allows for prioritisation of tasks
- use of relevant and current product information to support the sales process, including brochures, price lists and product sales kits.

Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- direct observation of the candidate using various

EVIDENCE GUIDE

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| | <p>sales techniques to sell a product or service</p> <ul style="list-style-type: none"> • project and role-play activities that allow the candidate to demonstrate selling skills, including sourcing initial and subsequent products to suit changing customer requests and finalising the sale • project or work activities that show the candidate's ability to sell floristry products and services within differing industry contexts e.g. sales within retail floristry shops, studio environments, telephone sales environments, e-businesses • written and oral questioning or interview to test knowledge of the consumer regulations that apply and communication principles that underpin sales • review of portfolios of evidence and third-party workplace reports of on-the-job performance by the candidate. <p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:</p> <ul style="list-style-type: none"> • BSBDES402A Interpret and respond to a design brief • SFLSOP201A Source information on floristry products and services • SFLSOP202A Recognise flower and plant materials • SFLSOP306A Provide quality service to floristry customers • SFLSOP308A Prepare quotations for floristry products • SFLDEC302A Design floristry products • SFLDEC407A Design complex floristry products • SFLDEC409A Coordinate floristry products for a special occasion • SFLDEC511A Style and manage an event. |
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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.

Customer may be:

- business to business customer e.g. retailer to an event co-ordinator
- e-business
- studio
- new
- regular
- retail
- corporate.

Ethical, legal or confidentiality commitments may relate to:

- the sale of imported or use of rare, endangered, protected or quarantined plants
- the sale of products that breach environmental laws
- non-disclosure of purchaser to recipient for anonymity of the gift giver
- breaching known or published requests by those holding a funeral for non-receipt of flowers (and offering alternative solutions)
- breaching known cultural or religious protocols by the provision of inappropriate flower and plant materials or designs
- inability to deliver to certain institutions with a policy of non-receipt e.g. schools, hospitals.

There is a broad range of ***products and services*** frequently sold by the floristry industry, including:

- flowers including:
 - fresh (common, exotic and Australian wildflowers)
 - dry and preserved
 - artificial.
- plant materials including:
 - fresh (common, exotic and Australian foliage)
 - dry and preserved
 - artificial
 - potted plants

RANGE STATEMENT

- fruit and vegetables.
- horticulture products
- display or stock items
- cash and carry arrangements
- ancillary items and merchandise including:
 - chocolates, fruit, nuts, alcohol
 - hampers
 - gift items of any type
 - novelties such as balloons and toys
 - flower preservatives and conditioning agents
- presentation materials including:
 - wrapping
 - gift cards and message items
- services such as:
 - design consultancy
 - event styling
 - relay organisation
 - transportation and delivery
 - labour for management of on-site events or special occasions
 - on-site installation and disposal of floral displays
 - on-site maintenance of all floral displays throughout the life of an event or special occasion.
- large, small or themed corporate displays including components constructed off-site and assembled on-site for:
 - exhibition centres
 - ball rooms
 - restaurants and reception centres
 - theatres
 - galleries
 - hotels
 - government buildings
 - hospitals
 - corporate offices
 - marquees

RANGE STATEMENT	
	• gardens • cruise boats • churches or chapels. • floral arrangements for events and special occasions: • corporate events • balls and banquets • themed events • industry and other awards presentations • theatrical performances • trade shows • exhibitions • floral festivals • weddings • parties e.g. birthdays and engagements • celebrations e.g. Christmas and St Valentine's Day • religious celebrations e.g. communions, bar mitzvahs • funerals.
<i>Specific customer needs</i> may relate to:	• preferences or protocols of different cultures, nationalities and religions • family status • age • gender • specific wording of greetings or messages provided by the purchaser • assistance with developing wording of greetings or messages • assistance with translating wording of greetings or messages • assistance to customers purchasing funeral products that must comply with the procedures of funeral directors, cemeteries or crematoria • customer preferences for: • flower and plant materials (common, exotic and Australian wildflowers) • flower and plant materials that are known to be environmentally safe • colour

RANGE STATEMENT	
	• wrapping • baskets • decorative pots • buckets and decorative pails • containers (bowls, vases) • themes for an event or special occasion • the incorporation of corporate livery and or branding • purpose of the occasion: • wedding • funeral • corporate function • special occasions (Mother's Day, St Valentine's Day). • various floral components required for an event or special occasion: • number of items required • proposed size of items • budget or price limits of the customer • delivery requirements or special instructions.
<i>Fees determined by the organisation</i> may include:	• service fee • consultation fee • relay fee • hire fee • transaction or credit card fee • loyalty program redemption fee • amendment fee • cancellation fee • reconfirmation fee • courier fee • organisation's delivery fee • communication fee • special sourcing fee to locate and transport items of special request such as non seasonal flower and plant materials.
<i>Sales:</i>	• may be made for: • a single floristry product • multiple products and services making up a complete event or special occasion • custom designed products

RANGE STATEMENT

	• products within a pre-determined business product range • display or stock items • relay services • events or special occasions • regular provision of floristry products for corporate clients • could be: • face-to-face • on the phone • in writing • by fax • by email or other electronic transmission.
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Unit Sector(s)

Unit sector	Floristry
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Competency field

Competency field	Floristry Sales and Operations
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Co-requisite units

Co-requisite units		