



Australian Government

SHBXCCS004 Recommend products and services

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to develop and update knowledge of the organisation's product and service range and to recommend products and services suited to customer needs. Products and services will vary according to the particular business type but can include any from a hair, barbering, beauty or cosmetics range.

This unit applies to all businesses that sell hair, barbering, beauty or cosmetic products and services and to sales and service personnel working at all levels.

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

Pre-requisite Unit

Nil

Competency Field

Client Services

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS

PERFORMANCE CRITERIA

Elements describe the essential outcomes.

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

1. Develop knowledge of the product and service range.

- 1.1. Access current and accurate information on organisation's range of products and services.
- 1.2. Interpret information on features, benefits and customer costs and compare various products and services.
- 1.3. Use product information to develop knowledge of product performance, purpose and directions for use.
- 1.4. Check regularly for new additions or changes to range and update knowledge.

2. Recommend products and

2.1. Use questioning and active listening to determine

services.

customer requirements and preferences.

2.2. Select and suggest products and services suited to customer requirements.

2.3. Describe features and benefits of products and services to encourage purchase.

2.4. Provide information on product or service performance, purpose and directions for use according to product information.

2.5. Identify and utilise opportunities to demonstrate and apply products to customers.

2.6. Respond to customer queries and provide appropriate scope and depth of information to satisfy needs.

2.7. Encourage and confirm customer bookings for organisation's service range.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

Skill	Description
Reading skills to:	interpret unfamiliar and detailed documents which describe product performance, purpose and directions for use.
Oral communication skills to:	- use persuasive language to promote the purchase of products and services - provide clear instructions for product use.
Numeracy skills to:	interpret and compare costs; determine correct application quantities from instructions.
Initiative and enterprise skills to:	suggest products and services to maximise profitability of customer interactions with the business.
Technology skills to:	use in-house and online information systems to search for information.

Unit Mapping Information

No equivalent unit.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=255d312b-db07-48f2-b6d6-1b0b06c42898>

Assessment Requirements for SHBXCCS004 Recommend products and services

Modification History

Not applicable.

Performance Evidence

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

- access and correctly interpret information from two different sources about four different products or services from the organisational range
- interact with four different customers, each with different product and service requirements, to recommend suitable products or services to be chosen individually or jointly from a range of:
 - hair products and services, or
 - barbering products and services, or
 - beauty products and services, or
 - retail cosmetic products and services.

Knowledge Evidence

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

- sources and format of product and service information:
 - manufacturer support materials:
 - product leaflets, brochures, booklets
 - internet sites
 - product labels
 - price lists
 - product and service manuals
 - discussions with customers, staff members and product suppliers
- details of organisational product and service range:
 - location
 - brand options and comparable types
 - purpose
 - features and benefits
 - ingredients, at a basic level of understanding
 - performance, as claimed by manufacturer
 - directions for use

- costs
- procedural details for services offered, including times for delivering services
- basic aspects of Australian Consumer Law as it applies to performance claims, guarantees and product returns
- organisational procedures for recommending hair, barbering, beauty or cosmetic products and services.

Assessment Conditions

Skills must be demonstrated in a retail store or personal services environment; this can be:

- an industry workplace or
- a simulated retail store or beauty, hairdressing or barbering workplace, set up for the purpose of skills assessment.

Assessment must ensure use of:

- customers with whom the individual can interact; these can be:
 - paying customers in an industry workplace or
 - individuals who participate in role plays or simulated activities within a training organisation
- sufficient customer traffic to allow for prioritisation of tasks so that customers are served effectively in a logical sequence
- activities that require the individual to work with commercial speed, timing and productivity to serve customers efficiently
- computers, the Internet and online information systems to search for product information
- display and storage locations, shelf facings and signage for hair, barbering, beauty or cosmetic products, as relevant to the business type
- a diverse commercial range of hair, barbering, beauty or cosmetic products, as relevant to the business type
- product and service information which can be:
 - manufacturer support materials; product leaflets, brochures, booklets
 - product labels
 - price lists
 - product and service manuals
- organisational procedures for recommending hair, barbering, beauty or cosmetic products and services.

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

- have at least three years full time employment experience in the beauty, hairdressing, barbering or retail industry where they have applied the skills and knowledge covered in this unit of competency; this cannot include any indentured traineeship or apprenticeship period.

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