



Australian Government

SIFXCSS005 Lead customer service teams

Release: 1

SIFXCSS005 Lead customer service teams

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to plan, implement, direct and evaluate the activities of customer service teams. The unit applies to funeral home and cemetery and crematorium staff who lead and manage sales teams. It involves a high level of autonomy and responsibility ensuring that all work is carried out according to work health and safety, relevant legislation and workplace policies and procedures.

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

Competency Field

Client Service and Sales

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Plan customer service and sales operations.

2. Direct the customer service team.

PERFORMANCE CRITERIA

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

- 1.1 Develop objectives for customer service teams.
 - 1.2 Prepare sales plans to support attainment of objectives.
 - 1.3 Determine size and structure of sales teams.
 - 1.4 Select team members according to customer service team objectives.
 - 1.5 Provide team members with initial training.
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- 2.1 Monitor customer service team to ensure that products and services match client needs.
 - 2.2 Monitor correct application of financial transactions, sales agreements and financing arrangements.
 - 2.3 Monitor customer service team to ensure sales and

- financial agreement documentation are completed correctly.
- 2.4 Implement strategies to support customer service team members.
- 2.5 Identify and allocate resources to support attainment of sales.
3. Evaluate effectiveness of customer service team.
- 3.1 Establish systems to evaluate sales effectiveness against customer service team objectives.
- 3.2 Take corrective action where sub-standard performance is identified.
- 3.3 Adjust customer service team planning to reflect outcome of evaluations.

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance.

Foundation skills essential to performance are explicit in the performance criteria of this unit of competency.

Unit Mapping Information

SIFSLS003A Lead a sales team.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c2c3131e-4418-4aa3-8ff1-a855c95f7fd6>

Assessment Requirements for SIFXCSS005 Lead customer service teams

Modification History

Not applicable.

Performance Evidence

Evidence of the ability to:

- establish sales objectives and plans relevant to the nature of the customer service and sales operation and consistent with marketing and sales strategies
- select and train a customer service team according to sales objectives, budget and plan
- evaluate and monitor team performance.

Evidence of performance of leading a customer service team to meet the sales objectives of two or more different products or service promotions is required to demonstrate consistency of performance and ability to respond to different situations.

Knowledge Evidence

Demonstrated knowledge of:

- objectives of a sales team
- nature of sales operations
- marketing and sales strategies
- human resource principles and practices in relation to induction and training
- range of methods and resources used to provide training, including:
 - videotapes
 - lectures
 - one-on-one instruction
 - role plays
 - audio-tapes
 - simulations
 - slides
 - films
 - case studies
 - videoconferencing
 - teleconferencing
 - computer software packages
- strategies used to support sales team members:
 - coaching

- providing feedback
- recognising and rewarding performance
- actions used for sub standard performance, including:
 - additional training
 - mentoring
 - ongoing feedback
 - goal-related feedback
 - individualised development plans
- federal, state or territory, and local government legislation, regulations and codes of practice that impact on the sale of funeral products and services, including:
 - Australian Consumer Law (ACL)
 - Funerals (Pre-paid Money) Act
 - Consumer Credit Code
 - Privacy Acts
 - equal employment opportunity.

Assessment Conditions

Skills must be demonstrated in a funeral services workplace where staff training and performance monitoring can take place:

- using suitable equipment and resources, including:
 - communication technologies and computers
 - documentation, including sales plans and budgets
- under industry conditions where there is:
 - integration of tasks with possible interruptions to work typical of the job role
 - interaction with team members

Assessors must satisfy the NVR/AQTF mandatory competency requirements for assessors.

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