



Australian Government

Department of Education, Employment and Workplace Relations

SIFSL001A Sell funeral and burial products and services

Revision Number: 1

SIFSL001A Sell funeral and burial products and services

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to recommend and sell funeral and burial products and services to the deceased person's family at the time of need.
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Application of the Unit

Application of the unit	This unit applies to funeral home and cemetery and crematorium staff involved in the sale of funeral products. It involves identifying a range of client needs and matching them to appropriate products or services.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units	Nil
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Employability Skills Information

Employability skills This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency. Performance criteria describe the required performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT

PERFORMANCE CRITERIA

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|-----------------------------|--|
| 1 Identify needs of client. | 1.1 Identify client needs. |
| | 1.2 Provide clients with information about range of <i>products and services</i> available. |
| | 1.3 Locate information from other <i>sources</i> or refer clients to <i>appropriate personnel</i> , where information is not immediately available. |
| 2 Respond to client needs. | 2.1 Use <i>product knowledge</i> to match products or services to client needs. |
| | 2.2 Use appropriate <i>communication techniques</i> to provide product or service knowledge to clients. |
| | 2.3 Assess client needs and provide options and suggestions for personalising available products and services. |
| | 2.4 Communicate information on financial requirements and available financing arrangements according to <i>workplace policies and procedures</i> , and <i>relevant legislation</i> . |

ELEMENT	PERFORMANCE CRITERIA
3 Complete sale of funeral products and services.	3.1 Confirm client decision. 3.2 Identify and access relevant documentation and agreements. 3.3 Complete documentation according to workplace policies and procedures. 3.4 Process financing and non-cash transactions according to workplace policies and procedures, and relevant legislation. 3.5 Check cash transactions and tender change as required. 3.6 Prepare and issue receipts and relevant documents to client. 3.7 File and store documentation according to workplace policies and procedures.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- communication skills, including clear and direct communication and active listening and questioning techniques, to convey information to clients, offer clients options and answer client questions
- literacy and numeracy skills to interpret written documentation, accurately complete required documentation and complete financial transactions
- computer literacy to complete documentation
- problem-solving skills to match client needs with products and services and suggest options.

Required knowledge

- range, benefits and features of funeral products and services
- alternative information sources
- sales principles
- financial transaction procedures
- financing procedures
- broad working knowledge of relevant federal, state or territory, and local government legislation and regulations relating to consumer protection, privacy and the sale of funeral products and services
- workplace policies and procedures in relation to sales services
- social, religious and cultural differences and traditions
- professional funeral services industry parameters and protocols when dealing with the bereaved.

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.

EVIDENCE GUIDE

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

Evidence of the following is essential:

- ability to communicate with the client and correctly interpret the client's requirements
- ability to apply sales techniques in response to a range of different client situations
- underpinning product knowledge
- understanding of consumer liability issues
- selling different types of funeral and burial products and services on multiple occasions to ensure consistency of performance and ability to meet varying client needs.

Context of and specific resources for assessment

Assessment must ensure:

- demonstration of skills in an environment where client consultations can take place
- interaction with diverse clients to allow candidate to respond to range of client requirements and requests
- access to relevant documentation, such as product information and workplace pricing and financing options.

EVIDENCE GUIDE

Methods of assessment

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

- observation of candidate:
 - identifying a range of client needs using appropriate communication
 - applying product knowledge to provide accurate information about products and services
 - completing financial arrangements according to relevant legislation, including processing cash and non-cash transactions
- written or verbal questioning to assess knowledge and understanding of relevant policies and procedures with regard to providing funeral and burial sales services
- completing workplace documentation relevant to funeral and burial sales services
- review of portfolios of evidence and third-party workplace reports of on-the-job performance by the candidate.

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

- SIFSL002A Sell pre-need funeral and burial products and services.

Employability skills embedded in this unit should be assessed holistically with other relevant units that make up the skill set or qualification and in the context of the job role.

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.

Products and services may include:

- funeral arrangements
- embalming arrangements
- cremation arrangements
- burial arrangements
- coffins or caskets
- coffin or casket accessories
- burial plots
- mausoleum crypts
- headstones
- grave markers
- urns
- nameplates.

Sources may include:

- past and present staff members
- relevant industry associations
- books, magazines, newspapers and other references
- internet.

Appropriate personnel may include:

- supervisor
- manager.

RANGE STATEMENT

Product knowledge may include:

- features
- choices
- inclusions
- support service options
- price
- materials
- differences between products.

Communication techniques may include:

- active questioning
- active listening
- negotiation skills
- appropriate choice and use of language
- non-verbal communication.

Workplace policies and procedures may include:

- standard operating policies and procedures
- standards and certification requirements
- quality assurance procedures.

Relevant legislation, regulations and codes of practice may include:

- Trade Practices Act
- Funerals (Pre-paid Money) Act
- other consumer laws
- Consumer Credit Code
- Privacy Acts
- funeral services industry code of practice
- local government regulations
- financial institution requirements, including:
 - finance approval procedures
 - finance processing procedures
 - credit card approval procedures
 - credit card processing procedures
 - cheque acceptance procedures
 - cheque processing procedures.

RANGE STATEMENT

Documentation may include:

- contracts of sale
- invoices
- receipts
- financing documentation.

Non-cash transactions may include:

- financing
- cheque
- credit card.

Unit Sector(s)

Sector Funeral Services

Competency field

Competency field Sales