



Australian Government

SIRCCPM004 Manage pharmacy sales and service delivery

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to monitor, maintain and improve pharmacy sales and service delivery. It requires the ability to develop and implement quality customer service practices; determine and monitor sales targets; monitor supply arrangements and work operations for productivity.

This unit applies to retail, front of pharmacy and other managers working in community pharmacies. They work with significant autonomy and are responsible for making a range of management decisions across single or multiple pharmacy outlets.

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

Pre-requisite Unit

Nil

Competency Field

Community Pharmacy Management

Unit Sector

Community Pharmacy

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Develop and implement quality customer service practices.

PERFORMANCE CRITERIA

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

- 1.1.Obtain and analyse information on customer service needs and expectations.
- 1.2.Develop documented policies and procedures for quality service provision and communicate to pharmacy staff.
- 1.3.Maintain adequate resources for optimum customer service provision according to budget allocation.
- 1.4.Seek and use feedback from customers to improve service.
- 1.5.Encourage team members to take responsibility for meeting

- customer requirements.
- 1.6. Resolve customer complaints referred by team members using conflict resolution and communication techniques.
 - 1.7. Monitor customer service in the workplace to ensure standards are met.
 - 1.8. Assess the effectiveness of customer service practices.
 - 1.9. Identify systemic customer service problems and adjust policies and procedures to improve service quality.
2. Monitor, maintain and improve sales.
 - 2.1. Determine sales targets and ensure consistency with pharmacy values, objectives and business plan.
 - 2.2. Clearly communicate sales targets and periods to staff.
 - 2.3. Monitor sales data, provide feedback to staff and adjust sales targets according to operational constraints.
 - 2.4. Develop and provide current and accurate sales records to relevant personnel and act on relevant reports.
3. Monitor supply of goods.
 - 3.1. Maintain accurate records of suppliers and stock availability.
 - 3.2. Identify and communicate market factors affecting supply of medicines and products to relevant personnel.
 - 3.3. Take immediate corrective action for potential or actual problems with supply.
 - 3.4. Identify and recommend new supplier arrangements to maintain and improve sales and service delivery.
4. Maintain, monitor and improve work operations.
 - 4.1. Assess current workloads, and schedule work to maximise sales and service efficiency and quality.
 - 4.2. Assist staff in prioritisation of workload through supportive feedback and coaching.
 - 4.3. Monitor efficiency and service levels through close contact with day to day operations.
 - 4.4. Identify sales and service problems and take immediate operational action to rectify.
 - 4.5. Proactively consult with colleagues about systemic ways to improve efficiency and service levels, including potential for new technologies and other innovations.
 - 4.6. Identify and recommend potential improvements to business processes and systems.

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.

- Reading skills to:
- interpret complex supplier agreements and contracts.
- Writing skills to:
- develop and document comprehensive sales reports and customer service policies and procedures.
- Numeracy skills to:
- interpret complex sales data.
- Technology skills to:
- use the system capabilities and functions of a pharmacy stock control and sales data system
 - develop complex documents.

Unit Mapping Information

No equivalent unit.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d>

Assessment Requirements for SIRCCPM004 Manage pharmacy sales and service delivery

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:

- take responsibility for managing all aspects of pharmacy sales and service delivery over a period of two months
- collect and evaluate customer feedback for two month period
- evaluate and resolve three referred customer complaints
- determine staff sales targets for the two month period and produce documents which clearly present targets
- monitor sales data and performance and make monthly target adjustments according to operational constraints
- produce fortnightly sales reports over the two month period
- maintain fortnightly records of stock availability, evaluate supply issues fortnightly over the two month period and rectify problems
- develop a report at the end of the two month period, detailing operational difficulties and recommendations for improving business productivity. Issues to be covered:
 - systematic customer service problems
 - sales
 - product supply
 - business processes and systems.

Knowledge Evidence

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

- principles of quality customer service
- professional service standards expected of pharmacy personnel
- pharmacy customer groups and their service preferences and expectations
- format, contents and use of:
 - customer service and complaint resolution policies and procedures
 - sales targets
 - sales reports
- methods of monitoring adherence to customer service standards and policies
- methods of collecting customer feedback

- methods of determining sales targets in line with pharmacy values and objectives
- overview of:
 - pharmacy product range
 - specifications for quality of supplier merchandise
- sources of product and supplier information
- sources of information on negotiated cost of supply, contractual arrangements and preferred supplier arrangements
- features and functions of pharmacy stock control and sales data software.

Assessment Conditions

Skills must be demonstrated in a pharmacy with designated front of pharmacy and dispensary areas. This can be:

- an industry workplace
- a simulated industry environment.

Assessment must ensure use of:

- information technology hardware
- stock control and sales data software currently used by the community pharmacy industry
- the following documents which can be:
 - sales target documents
 - sales reports
 - information on negotiated cost of supply, contractual arrangements and preferred supplier arrangements
 - customer service and complaint resolution policies and procedures
 - specifications for quality of supplier merchandise
- customers and team members with whom the individual can interact; these can be:
 - customers and staff in an industry workplace; or
 - individuals 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.

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

- have worked in the pharmacy sector for at least two years.

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