



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>