



Australian Government

SIRIRSTY001 Style the customer

Release: 1

SIRRSTY001 Style the customer

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to style a customer in trends and product ranges by making product recommendations suited to the customer and their needs.

This unit applies to fashion retailers, from small independents and boutiques to larger department stores. This includes apparel, jewellery and footwear retailers. It applies to frontline personnel who have some autonomy coupled with close supervision and guidance from others. This includes front line sales assistants, retail stylists and customer service representatives. However; in smaller retail businesses, senior personnel also undertake this function.

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

Pre-requisite Unit

Nil

Competency Field

Styling

Unit Sector

Retail

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Develop product knowledge.
2. Select style options.

PERFORMANCE CRITERIA

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

- 1.1. Develop and maintain current product knowledge by accessing relevant sources of information.
- 1.2. Conduct research to develop and maintain knowledge of current industry trends.
- 2.1. Determine and clarify customer preferences, needs and expectations and make product recommendations accordingly.

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| | 2.2. Make recommendations suited to the customer's physical features as required. |
| | 2.3. Promote the features and benefits of products. |
| | 2.4. Promote complementary products that will enhance the overall style and lead to increased sales. |
| 3. Style the customer. | 3.1. Collaborate with the customer to determine product option best suited to their needs, and provide alternative options as required. |
| | 3.2. Advise customers of sizing and fit product as required. |
| | 3.3. Provide expertise and feedback regarding product style and fit. |
| | 3.4. Provide additional information to answer customer questions as required. |
| | 3.5. Check customer satisfaction and take action to improve satisfaction levels as required. |
| 4. Advise on after sales services. | 4.1. Communicate product care requirements to customers. |
| | 4.2. Advise on and arrange after sales service as required. |

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.

SKILLS	DESCRIPTION
Reading skills to:	interpret in-house and supplier product information documents.
Oral communications skills to:	ask open and closed questions and actively listen to determine and meet customer preferences.
Technology skills to:	use the internet to research current trends and competitor product offerings.

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 SIRRSTY001 Style the customer

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:

- use product knowledge and current industry trends to provide personalised styling advice for four different customers with various styling requirements
- for the above styling sessions:
 - determine customer needs and preferences
 - make product recommendations and style the customer according to their needs and physical features
 - provide customer with product information and care requirements.

Knowledge Evidence

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

- organisational policies and procedures relating to the sale of products and services
- current industry styling trends
- detailed product knowledge:
 - product range and range options
 - product sizing
 - product care
 - product materials and characteristics
 - complementary products
 - supplier information
- techniques for:
 - customer styling
 - product fitting
 - maximising sales when styling a customer
 - customer service when styling a customer
- physical characteristics of customers and their relationship to styling
- relationships between visual balance, colour and fashion
- Australian standard sizes and their international equivalents.

Assessment Conditions

Skills must be demonstrated in a retail environment. This can be:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- sources of product information:
 - organisational product information and price lists
 - supplier brochures, information sheets and price lists
- range of merchandise including a complementary product range
- organisational policies and procedures relating to the sale of products and services.
- customers with varying styling requirements; these can be:
 - individuals 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.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors.

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