



Australian Government

Assessment Requirements for SIRXSL001

Sell to the retail customer

Release: 1

Assessment Requirements for SIRXSL001 Sell to the retail 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:

- interact with four different retail customers to initiate and close the sale of different retail products or services
- demonstrate the following during the above customer interactions:
 - appropriate communication
 - establishment and clarification of customer needs, wants and expectations
 - product and/or service knowledge
 - appropriate sales approach to sell benefits and features of products and/or services
 - overcome objections and close sales
 - upsell and/or cross sell additional products and/or services that complement the sale
 - promotion of customer loyalty and repeat sales.

Knowledge Evidence

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

- appropriate body language for customer service
- basic principles of positive customer service and sales
- open and closed questioning techniques related to the sale of product and services
- verbal and non-verbal cues indicating customer understanding of information
- techniques for effective communication with customers of diverse backgrounds:
 - cultural diversity
 - special needs
- sales techniques:
 - opening techniques
 - recognising buying signals
 - strategies to focus customer on specific products and services
 - selling add-ons and complementary products
 - overcoming customer objections
 - closing techniques

- primary components of consumer protection laws that relate to selling products and services, especially organisational responsibility for supplying products and services as described or substituting suitable products and services when unable
- primary components of privacy law, and actions that retail business must take to protect privacy of customer information
- for the specific retail sector:
 - professional service standards and protocols for retail industry personnel
 - attitudes and attributes expected by the retail industry to work with customers
 - different customer service needs and expectations
- for the particular retail organisation:
 - product and service knowledge:
 - product and service range offering
 - product specifications, features and benefits
 - designated response times for providing customer service
 - customer service procedures including recording of and storing customer details.

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:

- relevant documentation:
 - organisational policies and procedures for:
 - customer service
 - sale of products and services
 - resolving customer complaints
 - collection and storage of customer details
 - organisational product information and price lists
 - supplier brochures, information sheets and price lists
 - promotional activity information
 - current plain English regulatory documents distributed by government regulators for:
 - consumer protection law
 - privacy law
- customers with whom the individual can interact to sell products and services; 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 operated within a training organisation

- assessment activities that allow the individual to:
 - work within commercial speed, timing and productivity
 - manage tasks and contingencies in the context of the job role.

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

Links

Companion Volume implementation guides are found in VETNet -

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