



Australian Government

SIRXSL001 Sell to the retail customer

Release: 1

SIRXSL001 Sell to the retail customer

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to deliver quality customer service and sell to retail customers. It requires the ability to determine customer needs, match products and services to their needs, and facilitate a sale.

This unit applies to all retail sectors and business sizes from large format stores to small independents. It applies to retail personnel at all levels who play a role in engaging with customers with the purpose of selling.

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

Pre-requisite Unit

Nil

Competency Field

Sales

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Establish customer needs.

2. Provide advice on

PERFORMANCE CRITERIA

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

- 1.1.Connect with the customer within designated response times and establish rapport.
- 1.2.Use questioning and active listening to facilitate effective two-way communication.
- 1.3.Observe and determine appropriate level of interaction based on customer verbal and non-verbal cues.
- 1.4.Determine and clarify customer preferences, needs and expectations.

2.1.Use product and service knowledge to tailor options to

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| products and services. | <p>specific customer needs, and offer alternatives when product is unavailable.</p> <p>2.2. Clearly explain and promote product and service features and benefits where relevant.</p> <p>2.3. Advise on promotional events where relevant.</p> <p>2.4. Provide additional information to address customer questions and objections.</p> <p>2.5. Offer comparisons to competitor product or service range as required.</p> <p>2.6. Collaborate with the customer to determine product or service option most suited to their needs.</p> <p>2.7. Take opportunities to upsell and cross sell products and services that enhance customer request and maximise profitability of sale.</p> |
| 3. Facilitate the sale of products and services. | <p>3.1. Select and use appropriate techniques to close sale.</p> <p>3.2. Direct the customer to designated point-of-sale and process sale, as required, according to organisational procedures.</p> <p>3.3. Farewell customer on leaving, and invite to return.</p> <p>3.4. Provide any required after sales service according to organisational procedures.</p> |

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.

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|----------------------------|---|
| Reading skills to: | <ul style="list-style-type: none"> • interpret: <ul style="list-style-type: none"> • detailed in-house and supplier product information documents • plain English documents that outline organisational customer service policy and procedures. |
| Numeracy skills to: | <ul style="list-style-type: none"> • interpret basic fee information from in-house documents and complete basic pricing calculations. |
| Problem-solving skills to: | <ul style="list-style-type: none"> • respond to customer objections and provide appropriate solutions to satisfy customer needs. |
| Technology skills to: | <ul style="list-style-type: none"> • use technologies equipped with search functionality and information systems to source product and service information. |

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 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.

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