Australian Government

SIR30212 Certificate III in Retail Operations

Release: 2

INDUSTRY SKILLS COUNCILS
Creating Australia's Future

SIR30212 Certificate III in Retail Operations

Modification History

The version details of this endorsed qualification are in the table below. The latest information is at the top.

Release	Comments
Release 2	Editorial updates.
First Release	SIR30212 replaces, and is equivalent to SIR30207 as the intent of the qualification remains unchanged. The total number of units required complete this qualification has increased from 10 to 14 units The number of core units has increased from 3 to 6 units. The number of elective units has increased from 7 to 8 units.

Description

This qualification provides the skills and knowledge for an individual to be competent in retail operations.
Work would be undertaken in various retail store settings, such as specialty stores, supermarkets, department stores
and retail fast food outlets.

Job roles
Individuals with this qualification are able to perform roles, such as:

- provide in-depth product and service advice in a retail environment
- sell products and services in a variety of retail settings
- service the point-of-sale area
- organise and maintain work areas and displays
- carry out specific responsibilities, such as merchandising.

Possible job titles

- sales assistant
- senior sales assistant
- customer service assistant
- point-of-sale operator

Pathways Information

This qualification is suitable for an Australian Apprenticeship pathway and is also appropriate for VET in Schools (VETiS) delivery.

Pathways from the qualification

After achieving SIR30212 Certificate III in Retail Operations, individuals may undertake:

- SIR30312 Certificate III in Retail Supervision
- SIR30412 Certificate III in Business-to-Business Sales
- SIR40212 Certificate IV in Retail Management
- SIR50112 Diploma of Retail Management
- SIR50212 Diploma of Visual Merchandising.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this qualification at the time of endorsement.

Entry Requirements

To undertake this qualification, individuals will have previous retail experience in roles, such as:

- applying point-of-sale handling procedures
- interacting with customers
- operating retail technology
- performing stock control procedures
- applying safe work practices
- communicating in the workplace
- minimising theft.

Examples of evidence of retail experience may include:

- job descriptions and references from current or past employers
- an entry interview to determine retail operational experience.

Employability Skills Summary

EMPLOYABILITY SKILLS QUALIFICATION SUMMARY	
The following table contains a summary of the employability skills as identified by the retail industry for this qualification. The employability skills facets described here are broad industry requirements that may vary depending on qualification packaging options. Due to the high proportion of electives required by this qualification, the industry/enterprise requirements described above for each employability skill are representative of the business-to-business industry in general and may not reflect specific job roles. Learning and assessment strategies for this qualification should be based on the requirements of the units of competency for this qualification.	

Employability skill	Industry/enterprise requirements for this qualification include:
Communication	‣ use questioning and active listening to determine and respond to customer needs to ensure customers enjoy a positive retail experience that reflects store values ‣ persuade customers to purchase goods by communicating their features and benefits ‣ regularly give verbal instructions and carry out verbal instructions from other team members and supervisors ‣ read and interpret simple workplace documents ‣ complete written workplace forms and share work-related information with other team members
Teamwork	‣ participate in retail store teams, working independently to complete own tasks and also supporting other team members where appropriate ‣ lead small retail teams where required in the context of the job role, mentoring and supporting other team members
Problem-solving	‣ demonstrate sensitivity to customer needs and concerns, anticipating problems and acting to avoid them where possible ‣ solve a range of operational retail store problems individually or in the context of a team structure where, after clarification, existing policies and infrastructure may be applied to source information and resources and develop practical and sustainable solutions
Initiative and enterprise	‣ look for opportunities to do things better and suggest ideas to other team members and supervisors in the context of the job role ‣ translate ideas into action by positively accepting and adapting to changes in procedures or arrangements at the store level
Planning and organising	‣ establish and communicate clear goals and deliverables for self and team members in the context of organisational objectives and the current store situation ‣ coordinate resources to ensure that work is carried out according to timelines and priorities ‣ coordinate and implement changes arising from continuous

	improvement processes
Self-management	▸ understand how a personal job role fits into the context of the wider business values and directions ▸ work within the store culture by practising inclusive behaviour ▸ manage personal presentation, hygiene and time ▸ prioritise and complete delegated tasks ▸ maintain own knowledge of the job role ▸ review own performance and actively seek and act on advice and guidance
Learning	▸ identify personal strengths and weaknesses in the context of the job role and recognise how to personally learn best ▸ seek opportunities for formal education in the context of a current role or future retail job opportunities ▸ accept opportunities to learn new ways of doing things and share knowledge and skills with other store team members
Technology	▸ select and use a range of retail technology, such as point-of-sale systems, according to available equipment and store procedures ▸ recognise and report faulty equipment and follow workplace health and safety procedures

Packaging Rules

14 units must be completed:

- 6 core units
- 8 elective units:
    - a minimum of 5 units must be selected from the elective unit list below
    - a maximum of 3 units may be selected from any relevant Training Package or accredited course first packaged at AQF level 2, 3 or 4.

The choice of elective units must be guided by the core function or role of the current or intended work environment, local industry requirements, and the characteristics of the AQF level of this qualification.

Units chosen from other Training Packages must not duplicate units selected from or available in SIR07 V3 Retail Services Training Package.

Core units	
SIRXCOM101	Communicate in the workplace to support team and customer outcomes
SIRXIND101	Work effectively in a customer service environment
SIRXSLS201	Sell products and services
SIRXSLS303	Build relationships with customers
SIRXWHS101	Apply safe work practices
SIRXWHS302	Maintain store safety
Elective units	
Administration	
SIRXADM002A	Coordinate retail office
Cleaning and Maintenance	
SIRXCLM101	Organise and maintain work areas
Client and Customer Service	
SIRXCCS201	Apply point-of-sale handling procedures
SIRXCCS202	Interact with customers

SIRXCCS203	Promote loyalty programs
SIRXCCS304	Coordinate interaction with customers

Communication

SIRXCOM202	Communicate with customers using technologies

Computer Operations and ICT Management

SIRXICT001A	Operate retail technology
SIRXICT303	Operate retail information technology systems

Finance

SIRXFIN003A	Produce financial reports
SIRXFIN201	Balance and secure point-of-sale terminal

Food Safety

SIRRFSA302	Monitor food safety program

Inventory

SIRXINV001A	Perform stock control procedures
SIRXINV002A	Maintain and order stock

Management and Leadership

SIRXMGT001A	Coordinate work teams
SIRXMGT002A	Maintain employee relations

Marketing and Public Relations

SIRXMPR001A	Profile a retail market

Merchandising

SIRXMER202	Plan, create and maintain displays
SIRXMER303	Coordinate merchandise presentation
SIRXMER304	Present products

Product Knowledge

SIRRRPK006A	Recommend liquor products
SIRRRPK007A	Recommend and fit clothing or footwear products and services
SIRRRPK008A	Recommend jewellery products and services
SIRRRPK009A	Recommend toddler and baby products
SIRRRPK010A	Recommend home and home improvement products and services
SIRRRPK011A	Recommend books or newsagency services
SIRRRPK012A	Recommend business and leisure products and services
SIRRRPK013A	Hire and sell video and DVD products and services
SIRRRPK214	Recommend specialised products and services
SIRXRPK001A	Recommend health and nutritional products and services
SIRXRPK002A	Recommend hair, beauty and cosmetic products and services

Quality and Innovation

| SIRXQUA001A | Develop innovative ideas at work |

Retail Food

| SITHFAB009A | Provide responsible service of alcohol |

Retail Post

| SIRRPOS004A | Handle customer interviews and applications |

Risk Management and Security

| SIRXRSK201 | Minimise loss |

Sales

SIRWSLS301	Build sales relationships
SIRWSLS302	Process product and service data
SIRWSLS303	Analyse and achieve sales targets
SIRWSLS304	Build sales of branded products

| SIRXSLS002A | Advise on products and services |
| SIRXSLS304 | Coordinate sales performance |