



Australian Government

Department of Education, Employment and Workplace Relations

SIRRRPK011A Recommend books or newsagency services

Revision Number: 2

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Modification History

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

Release	Comments
Second Release	Editorial updates

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to provide advice to customers to assist their buying decisions in relation to books, newspapers, magazines, reader services, newspaper deliveries and related products and services.

Application of the Unit

This unit applies to frontline service personnel who gain knowledge of the store book or newsagency product range to provide advice to customers and other sales team staff with regard to types of publications in the store range, frequency and availability of publications, marketing tie-ins, price and ancillary products and services offered by the store.

Licensing/Regulatory Information

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

Pre-Requisites

Nil

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

Element

Performance Criteria

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

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| 1. Research book and newsagency products. | 1.1. Develop <i>product knowledge</i> by accessing <i>relevant sources of information</i> .
1.2. Demonstrate accurate knowledge of the location of books, newspapers and other products in the <i>store product and service range</i> .
1.3. Operate store <i>inventory system</i> to accurately locate and manage stock.
1.4. Demonstrate accurate knowledge of store procedures for book and newspaper recall and stock withdrawal from public sale at specified times.
1.5. Develop knowledge of store procedures relating to compliance with <i>legislative requirements</i> pertaining to the sale of books, newspapers and magazines. |
| 2. Recommend book and newsagency products. | 2.1. Identify <i>customer</i> needs through questioning and active listening.
2.2. Identify and locate products according to customer requirements and use product information to create a buying environment.
2.3. Apply product knowledge to assist customer buying decisions. |
| 3. Advise on and arrange reader and newsagency services. | 3.1. Negotiate and confirm newspaper <i>home delivery arrangements</i> with customers when included in store and service product range.
3.2. Record book, newspaper and magazine reservations and organise supply according to store procedures to meet customer requests.
3.3. Process lottery tickets, entries, and prizes and issue according to local lottery rules and procedures when included in store service and product range. |
| 4. Process returns to publishers. | 4.1. Batch out-of-date books and newspapers and magazines for regular return to publishers, according to store procedures and publisher requirements.
4.2. Complete relevant publisher returns documentation in an accurate and timely manner according to store procedures. |

Required Skills and Knowledge

This section describes the essential skills and knowledge and their level, required for this unit.

Required skills

- interpersonal skills to:
 - apply product knowledge by providing information and advice to customers and staff
 - make recommendations and advise on services through clear and direct communication
 - ask questions to identify and confirm requirements
 - use language and concepts appropriate to cultural differences
 - use and interpret non-verbal communication
 - handle customers with special needs, including difficult or abusive customers
- self management skills to:
 - operate of store inventory and returns systems
 - locate store range of products
- literacy skills to interpret product titles, blurbs and information
- numeracy skills to:
 - process returns
 - handle money

Required knowledge

- store policy and procedures in regard to:
 - sales and customer service
 - methods of dealing with special needs and requests of customers
 - customer complaints
 - newsagency product recall and processing returns to publishers
- types and features of store range of book or newsagency products
- store range of reader and newsagency services, including book reservation, home delivery, lottery tickets and related services and procedures
- basic operation of the newsagency industry
- relevant legislation and statutory requirements relating to the retail industry
- relevant industry codes of practice
- relevant Work Health and Safety (WHS) legislation

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- continually updates and applies product knowledge to provide comprehensive advice to customers and staff, including accessing information
- consistently applies store policy and procedures and industry codes of practice in regard to sales and customer service procedures
- advises customers and informs other sales team members of types and features of store range of books, newspapers and magazines, and other products and services, including editions, quality, content and age suitability
- uses and applies the store inventory system to check stock levels, supplier lists, price lists, reserve books, record publisher returns data and accurately administer publisher returns
- demonstrates correct negotiation and administration with regard to reader or newsagency services according to store policy and procedures, including home delivery and newspaper and magazine reservations.

Context of and specific resources for assessment

Assessment must ensure access to:

- a retail book or newsagency work environment
- relevant sources of product information
- relevant documentation, such as:
 - store policy and procedures manuals
 - relevant legislation and industry codes of practice
 - WHS legislation and codes of practice
- an appropriate range of book or newsagency products and services
- a range of customers with different requirements.

Methods of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- observation of performance in the workplace
- third-party reports from a supervisor
- customer feedback
- answers to questions about specific skills and

knowledge

- review of portfolios of evidence and third-party workplace reports of on-the-job performance.

**Guidance information for
assessment**

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. ***Bold italicised*** wording in the performance criteria is detailed below.

Product knowledge may include

- types of publications in the store range
- authors
- genre
- age suitability
- edition and forthcoming titles
- associated productions, e.g. films
- editions
- frequency of publications
- marketing tie-ins
- price
- availability
- ancillary products and services offered by the store.

Relevant sources of information may include:

- publisher and distributor brochures
- sales posters
- catalogues
- internet
- trade and association journals
- bibliographical lists
- store brochures
- leaflets and newsletters
- book reviews
- blurbs on book covers
- sales representatives
- customer or other staff recommendations
- designated staff members.

Store product and service range may include:

- new books
- second-hand books
- book clubs
- incentive schemes
- local or overseas magazines.
- local or overseas newspapers
- stationery
- office supplies
- art materials
- greeting cards and wrapping papers
- film
- cigarettes

- Inventory system*** may be manual or computerised and may include:
- sweets
 - home delivery
 - newspaper and magazine reservations
 - lottery or other services.
 - cataloguing systems
 - location of books in store
 - publisher lists
 - publisher returns
 - supplier lists
 - prices
 - stock availability and supply time.
- Legislative requirements*** may include:
- censorship and copyright legislation
 - consumer law
 - customs regulations
 - X and R rated licensing arrangements
 - sale of second-hand goods
 - GST
 - lottery licensing
 - Trade Practices and Fair Trading Acts
 - WHS
 - sale of cigarettes.
- Customers*** may include:
- people with routine or special requests
 - regular or new customers
 - people from a range of social, cultural and ethnic backgrounds and with varying physical and mental abilities.
- Home delivery arrangements*** may be recorded:
- manually
 - online.

Unit Sector(s)

Retail

Competency field

Product Knowledge