



Australian Government

Department of Education, Employment and Workplace Relations

SIRRRPK013A Hire and sell video and DVD products and 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 recommend and provide advice on movie and game products to customers and administer movie and game hire.

Application of the Unit

This unit applies to frontline service personnel who gain product knowledge to advise customers and other sales staff with regard to membership, movie and game hire, product range, video game and home theatre accessories and the application of store movie and game hire procedures.

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 store product range. | 1.1. Develop <i>product knowledge</i> by accessing <i>relevant sources of information</i> .
1.2. Research comparisons between products, according to product information.
1.3. Demonstrate accurate operation and use of store products. |
| 2. Recommend video and DVD products and accessories. | 2.1. Apply product knowledge to advise <i>customers</i> and other <i>staff members</i> on available <i>product range</i> .
2.2. Provide accurate information to customers according to <i>legislative requirements</i> . |
| 3. Advise on membership. | 3.1. Convey membership application <i>terms and conditions</i> to customer.
3.2. Maintain security of customer details, according to legislative requirements and <i>store policy and procedures</i> .
3.3. Check membership details for restricted access prior to rental, according to legislative requirements and store policy. |
| 4. Apply store video hire and return procedures. | 4.1. <i>Visually inspect</i> movie and game media for damage prior to hire.
4.2. Complete movie and game hire procedure, according to store policy.
4.3. Request proof of age and refuse hire, if applicable, according to legislative requirements and store policy.
4.4. Acknowledge movie and game returns and accurately update customer details on record system according to store procedures.
4.5. Visually inspect returned movie and game media for damage and rewind videos if required.
4.6. Replace damaged or torn covers and slicks as required.
4.7. Remove faulty or damaged stock from circulation according to store procedures.
4.8. File returned movies and games or replace on for hire <i>displays</i> according to store policy. |

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
 - advise on membership 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
- technical skills to:
 - use keyboard operation to facilitate data entry of customer membership, hire and return of video tapes, DVDs and games
 - operate store range of products, including home theatre and games console set-up
- literacy skills to:
 - interpret product information and warnings
 - interpret store policy and procedures
- numeracy skills in regard to data entry

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
 - hire and return of videotapes, DVDs and games and games consoles
 - store maintenance requirements
- types and features of store range of video products
- store range of movie and game services
- basic operation of the home entertainment industry
- relevant legislation and statutory requirements relating to the retail industry
- relevant industry codes of practice

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 sales team members of types and features of store range of movie and game products and services, including videos and DVDs, video games, music CDs, equipment and accessories
- advises on and administers store membership requirements
- demonstrates correct administration of product hire and return procedures according to store policy.

Context of and specific resources for assessment

Assessment must ensure access to:

- a retail work environment
- relevant sources of product information
- relevant documentation, such as:
 - store policy and procedures manuals
 - relevant legislation and industry codes of practice
- an appropriate range of movie and game 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
- written or verbal questioning to assess knowledge and understanding
- 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:
- new trends in home entertainment media
 - genres and themes of movies and games
 - new releases
 - directors
 - actors
 - price
 - country of manufacture
 - media format
 - performance efficiency
 - safety features
 - care and maintenance requirements
 - movie and game availability
 - movie and game type and content
 - censors classification.
- Relevant sources of information*** may include:
- video source directories
 - store product manuals
 - supplier and distributor preview DVDs, clips and samples
 - supplier and distributor brochures
 - customer reports and recommendations
 - press, television, radio or online reviews.
- Customers*** may include:
- new or repeat contacts
 - external and internal contacts
 - customers with routine or special requests
 - people from a range of social, cultural and ethnic backgrounds and with varying physical and mental abilities.
- Staff members*** may include:
- new or existing staff
 - full-time, part-time, casual or contract staff
 - people with varying levels of language and literacy
 - people from a range of cultural, social and ethnic backgrounds.
- Product range*** may include:
- video and DVD movies for sale or hire
 - video and television accessories
 - blank videotapes and DVDs
 - video and computer games
 - games consoles for sale or hire

- Legislative requirements*** may include:
- music CDs
 - confectionery
 - promotional products
 - value bundles.
 - censorship and copyright legislation
 - customs regulations
 - X and R rated licensing requirements
 - privacy laws
 - censorship classification
 - sale of second-hand goods
 - consumer law
 - Trade Practices and Fair Trading Acts.
- Terms and conditions*** may include:
- due dates for return of rented items
 - late charges
 - use of cards by unauthorised persons.
- Store policy and procedures*** with regard to:
- hiring and selling home entertainment media
 - interaction with customers
 - maintenance and repair of damaged stock
 - replacement of stock for display and filing.
- Visually inspect*** may include checking for:
- tape rewind
 - heat damage, casing warped
 - scratches, damage and breakage
 - security seals where applicable.
- Display*** categories for stock may include:
- media type, e.g. DVD, videotape or game
 - series
 - themes
 - release date
 - special promotions
 - actor or director
 - duration of loan.

Unit Sector(s)

Retail

Competency field

Product knowledge