



Australian Government

Department of Education, Employment and Workplace Relations

SIRWSLS001A Sell products and services to business customers

Revision Number: 1

SIRWSLS001A Sell products and services to business customers

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to sell products and services to business customers. It involves the use of sales techniques and encompasses the key direct selling skills from the initial approach by the customer or service provider to closing the sale. It requires a basic level of product knowledge.
------------------------	---

Application of the Unit

Application of the unit	This unit applies to frontline sales personnel. It requires the recognition and demonstration of verbal and non-verbal communication skills to determine customer requirements, sell the benefits of products, overcome objections and close sales. Personal evaluation is utilised to maximise sales according to industry codes of practice, relevant legislation and business policy.
--------------------------------	--

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units	Nil
---------------------------	-----

Employability Skills Information

Employability skills The required outcomes described in this unit contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit is packaged will assist in identifying employability skills requirements.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency. Performance criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Apply product knowledge.	1.1 Demonstrate knowledge of the use and application of relevant products and services. 1.2 Consult experienced sales staff or product information guide to increase <i>product knowledge</i> .
2 Identify specific customer types and behaviour.	2.1 Identify <i>customers</i> by type. 2.2 Determine factors influencing specific customer purchase decisions. 2.3 Isolate and examine factors influencing an individual's buying behaviour. 2.4 Determine buying behaviours of different types of customers. 2.5 Determine <i>sales approaches and techniques</i> required for

ELEMENT	PERFORMANCE CRITERIA
	different customer types.
	2.6 Determine sales techniques required for customers evidencing specific buying behaviour.
3 Sell products and services to customers.	3.1 Employ effective sales approaches and techniques whether the customer or the organisation initiates contact.
	3.2 Identify effective sales approach and apply given mode of communication to interact with customer.
	3.3 Create empathy between organisation and customer.
	3.4 Determine buying behaviour of customer.
	3.5 Confirm and promote customer need for specific merchandise.
4 Gather information.	4.1 Apply questioning techniques to determine customer buying motives.
	4.2 Use listening skills to determine customer requirements.
	4.3 Interpret and clarify non-verbal communication cues.
	4.4 Identify customers by name where possible.
5 Sell benefits.	5.1 Match customer needs to appropriate products and services.
	5.2 Clearly communicate knowledge of product features and benefits to customers.
	5.3 Describe product use and safety requirements and, where possible, demonstrate to customers.
	5.4 Refer customers to appropriate product specialist as required.
	5.5 Answer routine customer questions about merchandise accurately and honestly or refer to more experienced senior sales staff.

ELEMENT	PERFORMANCE CRITERIA
6 Overcome objections.	6.1 Identify and accept customer objections. 6.2 Categorise objections into price, time and merchandise characteristics. 6.3 Offer solutions according to business policy and sales techniques. 6.4 Apply problem solving to overcome customer objections.
7 Close sale.	7.1 Monitor, identify and respond appropriately to customer buying signals. 7.2 Encourage customer to make purchase decisions. 7.3 Select and apply appropriate method of closing sale.
8 Maximise sales opportunities.	8.1 Recognise and apply opportunities for making additional sales. 8.2 Advise customer of complementary products or services according to customer's identified need. 8.3 Review personal sales outcomes to maximise future sales.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

The following skills must be assessed as part of this unit:

- selling techniques, including:
 - opening techniques
 - recognising buying signals
 - strategies to focus customer on specific merchandise
 - add-ons and complimentary sales
 - overcoming customer objections
 - closing techniques
- verbal and non-verbal communication skills
- negotiation skills
- sales performance appreciation
- questioning, listening and observing
- literacy skills in regard to:
 - reading and understanding product information
 - reading and understanding business policy and procedures
 - recording information
- numeracy skills in regard to:
 - calculating prices
 - estimating quantities.

The following knowledge must be assessed as part of this unit:

- product knowledge, including:
 - characteristics
 - features
 - comparative advantages
 - price
 - availability
 - special features (e.g. warranties and after-sales support)
- business policy and procedures in regard to:
 - selling products and services
 - allocated duties and responsibilities
- customer types and needs, including:

REQUIRED SKILLS AND KNOWLEDGE

- customer buying motives
- customer behaviour and cues
- individual and cultural differences
- demographics, lifestyle and income
- types of customer needs, e.g. functional and psychological
- a variety of strategies for closing sales
- business merchandise and service range.
- factors influencing customers decisions
- current sales performance
- OHS aspects of the job
- industry codes of practice
- relevant consumer law, commercial law and legislation.

Evidence Guide

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:

- applies product knowledge and uses appropriate sales approach to sell the benefits of products, overcome objections and close sales
- uses questioning, listening and observation skills to determine customer requirements
- consistently applies business policy and procedures in regard to selling products and services
- maximises sales opportunities according to business policy and procedures
- consistently applies industry codes of practice, relevant legislation and statutory requirements in regard to selling products and services
- evaluates personal sales performance to maximise future sales.

EVIDENCE GUIDE

Context of and specific resources for assessment

Assessment must ensure access to:

- a wholesale work environment
- relevant documentation, such as business policy and procedures manuals
- a range of business customers with different requirements
- a range of merchandise and products appropriate to the workplace
- sources of product information.

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.

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

Assessing employability skills

Employability skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts.

Employability skills embedded in this unit should be assessed holistically in the context of the job role and with other relevant units that make up the skill set or qualification.

Range Statement

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

RANGE STATEMENT

performance criteria is detailed below.

- Product knowledge*** may include:
- warranties
 - features and benefits
 - use-by dates
 - handling and storage requirements
 - stock availability
 - safety features
 - price.

- Customers*** may include:
- business customers or individuals
 - 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.

- Sales approaches and techniques*** may include:
- gaining a customer
 - closing a sale
 - associated sales techniques, including:
 - trade-up
 - trade-in
 - tie-ins
 - cut-ins
 - range-ins
 - negotiation skills
 - over-the-phone empathy creation
 - securing payment.

RANGE STATEMENT

- Communication** may include:
- speaking and listening
 - reading and writing
 - body language
 - facial expression
 - telephone
 - electronic media such as email
 - using languages other than English including , local community languages Indigenous languages
 - using forms of visual communication such as sign language
 - using assistive technology such as TTY
 - using open and inclusive language.

- Questioning techniques** may involve:
- using open and inclusive language
 - speaking clearly and concisely
 - using appropriate language
 - non-verbal communication.

- Customer questions** may relate to:
- price and price reductions
 - quality
 - availability
 - features and benefits
 - usage.

- Business policy** and procedures may relate to:
- interaction with customers
 - selling products and services
 - applying discounts.

- Problem solving** may be affected by:
- business policy and procedures
 - resource implications.

Unit Sector(s)

Sector

Wholesale

Competency field

Competency field Sales