



Australian Government

Department of Education, Employment and Workplace Relations

SIRXSLS003A Coordinate sales performance

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to implement and monitor adherence to sales policies and procedures, and monitor the achievement of sales targets.
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Application of the Unit

Application of the unit	This unit requires the team member to implement and monitor store policies and procedures and relevant legislation in relation to sales transactions, and to provide feedback to management and staff on sales performance in relation to sales targets and planning. Those with managerial responsibility undertake this role.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units	Nil
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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 Implement sales policies and procedures. | 1.1 Implement and monitor adherence to <i>store policy and procedures</i> and <i>relevant legislation</i> in regard to <i>selling</i> .
1.2 Implement and monitor store policy and procedures in regard to <i>sales transactions</i> .
1.3 Monitor <i>team</i> to ensure information is entered into point-of-sale equipment accurately.
1.4 Monitor team to ensure the efficient and safe <i>handling</i> of goods through point-of-sale areas.
1.5 Monitor team to ensure that products and services are matched to <i>customer</i> needs. |
| 2 Monitor achievement of sales targets. | 2.1 Monitor and record individual and department sales targets according to store policy.
2.2 Monitor and record store sales results in line with sales targets and according to store policy. |

ELEMENT**PERFORMANCE CRITERIA**

- 2.3 Provide ***feedback*** to management and staff on sales performance in relation to sales targets and planning.

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:

- interpersonal communication skills to:
 - provide feedback, coaching and performance analysis through clear and direct communication
 - ask questions to identify and confirm requirements
 - share information
 - give instructions
 - use language and concepts appropriate to cultural differences
 - use and interpret non-verbal communication
- literacy skills in regard to:
 - reading and understanding store policy and procedures
 - processing, recording and documenting information
- numerical skills in regard to:
 - analysis of store, department and individual sales figures.

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

- store policies and procedures, in regard to:
 - external and internal customer contact
 - selling products and services
 - allocated duties and responsibilities
- store merchandise and services
- customer profile
- location of store departments and importance of sales to store performance
- store and department sales targets
- factors that enhance sales performance
- stock control procedures
- relevant legislation and statutory requirements
- relevant industry codes of practice
- relevant OHS requirements
- pricing procedures, including GST requirements
- principles and techniques of interpersonal communication.

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:

- consistently applies store policies and procedures and industry codes of practice in regard to customer service and selling products and services
- implements and monitors store policies and procedures in relation to sales transactions, including non-cash sales and variations to standard sales transactions
- monitors and provides feedback to management and staff on sales performance in relation to sales targets and planning.

Context of and specific resources for assessment

Assessment must ensure access to:

- a retail work environment
- relevant documentation, such as:
 - policy and procedures manuals
 - individual and department sales targets and results
 - reporting proformas
 - legislation and statutory requirements
- a sales team
- point-of-sale equipment and materials.

EVIDENCE GUIDE

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 the candidate in the workplace
- third-party reports from a supervisor
- answers to questions about specific skills and knowledge
- review of portfolios of evidence and third-party workplace reports of on-the-job performance.

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 performance criteria is detailed below.

Store policy and procedures in regard to:

- selling products and services
- sales transactions
- reporting.

RANGE STATEMENT

Relevant legislation may include:

- Trade Practices and Fair Trading Acts
- tobacco laws
- liquor laws
- lottery legislation
- industry codes of practice
- OHS
- sale of second-hand goods
- sale of X and R rated products
- pricing procedures, including GST requirements
- trading hours
- transport, storage and handling of goods.

Selling may include:

- face to face
- telephone
- internet.

Sales transactions may include:

- cash
- EFTPOS
- cheque
- credit card
- store card
- lay-by
- gift voucher.

Team may include:

- full-time, part-time, casual or contract staff
- people with varying degrees of language and literacy
- people from a range of cultural, social and ethnic backgrounds
- people with a range of responsibilities and job descriptions.

RANGE STATEMENT

Handling techniques may vary according to:

- stock characteristics
- OHS
- industry codes of practice.

Customers may include:

- new or repeat contacts
- external or 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.

Feedback to management and staff may include:

- presentations
- reports
- informal meetings
- email
- financial reports
- business documents
- records of store sales.

Unit Sector(s)

Sector

Cross-Sector

Competency field

Competency field

Sales