



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **SISFFIT302A Provide quality service in the fitness industry**

**Release: 2**

## **SISFFIT302A Provide quality service in the fitness industry**

### **Modification History**

Not Applicable

### **Unit Descriptor**

This unit describes the performance outcomes, interpersonal, communication and customer service skills and knowledge required to work in the fitness industry. It requires the ability to use appropriate communication techniques, maintain high personal presentation standards, establish rapport with clients, determine and address client needs and expectations and deal with complaints.

### **Application of the Unit**

This unit describes fundamental communication and customer service skills for those working within the fitness industry and applies to the full range of industry sectors and environments. The fitness service could be for one-on-one or small group and service provision could be face-to face, via electronic means or over the telephone.

This unit underpins effective performance for all skills involving client interaction at all levels.

### **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.

1. Communicate with clients.

- 1.1. Conduct ***communication*** with ***clients*** in a polite, professional and friendly manner.
- 1.2. Use language and tone appropriate to a given situation in both written and spoken communication.
- 1.3. Source relevant information about products and services and provide information clearly to clients.
- 1.4. Use appropriate ***non-verbal communication*** in all situations.
- 1.5. Observe and take into consideration non-verbal communication of clients.
- 1.6. Show sensitivity to ***cultural and social differences***.
- 1.7. Use active listening and questioning to facilitate effective two-way communication.
- 1.8. Select an appropriate ***medium of communication*** for the particular audience, purpose and situation, taking into consideration the characteristics of each medium and the ***relevant factors involved***.
- 1.9. Use selected communication medium correctly and according to standard ***protocols and organisation procedures***.

2. Maintain personal presentation standards.

- 2.1. Practise high standards of ***personal presentation*** according to organisation requirements, work location, impacts on different types of clients and specific requirements for particular work functions.

3. Provide service to clients.

- 3.1. Identify client needs and expectations correctly, including ***clients with special needs***, and provide appropriate products, services or information.
- 3.2. Meet all reasonable client needs and requests within acceptable organisation timeframes.
- 3.3. Identify and take all opportunities to enhance service quality.

4. Develop a client

- 4.1. Create and update client records according to

**ELEMENT****PERFORMANCE CRITERIA**

- |                                                 |                                                                                                                                                                      |
|-------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| relationship.                                   | organisation protocols.                                                                                                                                              |
|                                                 | 4.2. Develop a rapport with and provide empathy and special assistance to the client who is faced with special needs or circumstances.                               |
|                                                 | 4.3. Promote repeat business by the offer of <b><i>promotional services</i></b> .                                                                                    |
|                                                 | 4.4. Encourage clients to voice queries and or fears and address these appropriately.                                                                                |
|                                                 | 4.5. Take into consideration cultural and personal factors when consulting or interacting with clients.                                                              |
|                                                 | 4.6. Exercise discretion and confidentiality appropriately, outlining and explaining to clients boundaries of confidentiality as required.                           |
|                                                 | 4.7. Define and apply boundaries of the exercise instructor and client relationship.                                                                                 |
| 5. Respond to conflicts and client complaints.  | 5.1. Identify potential and existing conflicts and seek solutions in conjunction with parties involved.                                                              |
|                                                 | 5.2. Recognise client dissatisfaction promptly and take action to resolve the situation according to individual level of responsibility and organisation procedures. |
|                                                 | 5.3. Respond to <b><i>client complaints</i></b> positively, sensitively and politely and in consultation with the client.                                            |
|                                                 | 5.4. Resolve or refer escalated complaints to the appropriate person according to individual level of responsibility and organisation policy and procedures.         |
|                                                 | 5.5. Maintain a positive and cooperative manner at all times.                                                                                                        |
|                                                 | 5.6. Present relevant information clearly.                                                                                                                           |
|                                                 | 5.7. Discuss unresolved concerns.                                                                                                                                    |
|                                                 | 5.8. Make appointments for clients according to workplace guidelines when required                                                                                   |
| 6. Use <b><i>basic counselling skills</i></b> . | 6.1. Determine needs for basic counselling.                                                                                                                          |
|                                                 | 6.2. Provide basic counselling.                                                                                                                                      |

## Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

### Required skills

- communication techniques
  - non-verbal communication,
  - active listening and
  - open and closed questioning
- basic writing skills to write clear and concise messages, notes, emails and faxes
- basic literacy skills to read messages, notes, emails and faxes and to locate and understand specific information required by the client and or employer
- telephone skills to correctly operate the equipment and to use correct vocal tone, pace and volume
- problem-solving skills to:
  - identify and respond to different cultural and special needs and expectations
  - select and use appropriate language according to client differences
  - identify and resolve:
    - conflict situations,
    - client complaints and
    - misunderstandings within scope of responsibility
  - assess the need for professional counselling
- use basic counselling skills to facilitate various goals and to recognise the limitations of own counselling skills
- customer service techniques to meet client requirements and requests, develop rapport and promote suitable products and services.

### Required knowledge

- protocol and service rituals of the industry, sector and organisation
- ethics of professional fitness industry behaviour
- characteristics, uses and conventions of different types of communication mediums
- stresses faced by clients
- promotional products and services provided by the fitness industry and the specific organisation
- local professional counselling resources
- legal and ethical issues relating to exercise instructors and client relations
- procedures for the provision of services
- standards of personal presentation that apply to the fitness industry and the organisation in particular
- knowledge of different cultural groups and appropriate communication protocols
- complaint handling policies and procedures that generally operate within the fitness industry and the organisation in particular.



## Evidence Guide

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

### Overview of assessment

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

Evidence of the following is essential:

- understanding of communication and customer service and its importance in a fitness industry context
- ability to communicate effectively with a variety of clients including those with special needs and difficult or complaining ones
- ability to provide quality customer service on multiple occasions. This should occur over a period of time and cover a range of diverse customer service situations, including the resolution of complaints, to ensure consistency of performance and ability to respond to different circumstances.
- completion of service within commercial time constraints so that all clients are served effectively.

#### Context of and specific resources for assessment

Assessment must ensure:

- that the candidate has accessed a fully equipped fitness environment using appropriate telephones, computers, printers, information programs, product publications and software programs currently used in the fitness industry to assist with communication and service provision
- interaction with clients to demonstrate the interpersonal communication requirements of the unit
- the presence of sufficient client traffic that allows for prioritisation of tasks.

#### Method of assessment

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

- direct observation of the candidate providing service to clients
- project or work activities that show the candidate's ability to provide quality customer service that meets the requirements of differing industry contexts
- role-plays about communication situations and the resolution of complaints and misunderstandings
- review of simple messages written by the candidate

for various situations

- review of client feedback
- written and oral questioning or interview to test knowledge of effective communication techniques and personal presentation requirements

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

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, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

***Communication*** may be:

- verbal
- by written format, such as handwritten, electronic (e.g. email) or hard copy (e.g. letter)
- by telephone
- face-to-face
- varied according to the needs of the client including:
  - use of appropriate voice tonality and volume
  - use of languages other than English
  - use of a family interpreter
  - use of basic gestures
  - use of visual aids such as photographs, sketches or product information sheets
  - formal
  - informal using abbreviations.

***Clients*** may be:

- team members and colleagues in a large internal structure
- external customers and clients
- business to business client
- new
- regular
- retail
- corporate.

***Non-verbal communication*** may involve:

- body language
- dress and accessories
- gestures and mannerisms
- use of space
- culturally specific communication, customs and practices.
- eye contact

***Cultural and social differences*** may include:

- modes of greeting, farewelling and conversation
- body language, including use of body gestures
- formality of language

**Medium of communication** may be via:

- clothing.
- letter
- promotional materials such as newsletters
- fax
- email or other electronic communication
- simple written messages, such as writing down the price of display items or telephone messages
- face-to-face
- telephone
- two-way communication systems
- standard forms and proformas
- assistive technology, e.g. telephone typewriter (TTY).

**Factors** affecting the selection of appropriate medium *may include*:

- technical and operational features
- access of the sender and receiver to necessary equipment
- technical skills required to use the medium
- required format
- degree of formality required
- urgency and timeframes.

**Protocols and organisation procedures** may include:

- modes of greeting and farewelling
- addressing the person by name
- required timeframe for addressing and serving clients
- required timeframe for response to an enquiry
- style manual requirements
- use of standard letters
- use of proformas e.g. tickets, labels, signs and quotations
- relationship with referral organisation.

**Personal presentation** may include:

- attire, shoes and accessories
- wearing of uniform items within the organisation's policy requirements
- complying with organisation's policy for personal presentation
- hair and grooming
- hands and nails
- jewellery
- personal hygiene.

**Clients with special needs** may include:

- those with a disability
- those with special cultural or language needs

- overweight or obese
- those with challenging behaviour
- unaccompanied children or adolescents
- parents with young children
- pregnant women
- older clients.

**Promotional services** may include:

- client loyalty programs
- newsletters
- email notification of sales or promotional packages
- sale of gift vouchers
- marketing events and activities
- discount vouchers.

**Client complaints** may relate to:

- problems with the service
- communication barriers or misunderstandings
- communication via email or other electronic means, telephone, mail or face-to face contact.

**Boundaries** may refer to:

- confidentiality
- privacy
- respect
- acknowledgement of individual needs
- appropriate sexual boundaries
- appropriate physical boundaries
- use of enquiry only as appropriate and necessary
- exercise instructor awareness of possibilities of client transference
- exercise instructor staying within area of expertise.

**Relevant information** may include:

- confirmation of appointment date and time
- number, length and costs of membership services
- location directions
- costs and payment options
- referrals
- health Practitioner referral
- procedure and practices
- information about general health and self care
- background information about the scope of service
- information about the limitation of the service provider.

***The needs for basic counselling*** may include:

- to support client
- to facilitate negotiation with client
- to facilitate education of client
- to facilitate information giving
- to assess the need for referral to an appropriate medical or allied health professional.

***Basic counselling skills*** may include:

- attending skills, use of body language
- paraphrasing
- reflecting feelings
- open and closed questioning or probing
- summarising
- reframing
- exploring options
- normalising statements.

***Organisation specific guidelines*** may include:

- clients requiring professional counselling are referred
- basic counselling is used as a communication tool and for emotional support when necessary
- client boundaries are respected at all times
- counselling is provided in accordance with level of training.

## **Unit Sector(s)**

Fitness

## **Competency Field**

Fitness