



Australian Government

TLII4005 Market services and products to clients

Release: 1

TLII4005 Market services and products to clients

Modification History

Release 1. This is the first release of this unit of competency in the TLI Transport and Logistics Training Package.

Application

This unit involves the skills and knowledge required to market services and products to clients.

It includes recognising and acting on opportunities to promote products and services, establishing and maintaining contact with clients as well as negotiating and closing sales, in accordance with statutory retail practice and workplace procedures.

Work involves discretion and judgement for self and others. It is performed under minimum supervision with general guidance on progress and outcomes.

Work involves responsibility for marketing services and products to clients and for leading individuals or teams.

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

Pre-requisite Unit

Not applicable.

Competency Field

I – Customer Service

Unit Sector

Not applicable.

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1 Recognise opportunities to promote products and services

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

1.1 Products and services available for on-selling from the enterprise are identified

1.2 Technical specifications and application/s of products and services are identified

- 1.3 Applicability of products and/or services are matched to particular clients or client groups
- 1.4 Features of products and services (including technical specifications) are explained in relation to customer requirements or potential requirements
- 1.5 Clients are referred to expert personnel or services as required
- 2 Establish and maintain contact with clients**
 - 2.1 Communication with clients is established and maintained to develop a professional relationship
 - 2.2 Clients are informed of the full range of business products
 - 2.3 Follow-up contacts with clients are made on client request and in accordance with enterprise policy
- 3 Negotiate sales**
 - 3.1 Potential sales opportunities are recognised and acted on
 - 3.2 Enterprise professional standards and client satisfaction are maintained in negotiations with clients
- 4 Close sales**
 - 4.1 Agreement documentation is completed in accordance with enterprise policy, incorporating any special requirements
 - 4.2 Contact with customers is maintained until sale is completed
 - 4.3 After-sales service is provided in accordance with enterprise procedures and statutory requirements

Foundation Skills

Foundation skills essential to performance are explicit in the performance criteria of this unit of competency.

Range of Conditions

Range is restricted to essential operating conditions and any other variables essential to the work environment.

Non-essential conditions can be found in the Companion Volume Implementation Guide.

Unit Mapping Information

This unit replaces and is equivalent to TLII4005A Market services and products to clients.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=df441c6e-213d-43e3-874c-0b3f7036d851>

Assessment Requirements for TLII4005 Market services and products to clients

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Performance Evidence

Evidence required to demonstrate competence in this unit must be relevant to and satisfy all of the requirements of the elements and performance criteria on at least one occasion and include:

- applying relevant legislation and workplace procedures
- communicating and working effectively with others
- completing relevant documentation
- identifying improvements to services, resource allocation and use
- modifying activities depending on operational contingencies, risk situations and environments
- monitoring and prioritising work activities in terms of planned schedule
- negotiating and working effectively with others
- operating and adapting to differences in equipment in accordance with standard operating procedures
- operating electronic communications equipment to required protocol
- planning work activities, predicting consequences and identifying improvements
- reading, interpreting and following relevant instructions, procedures, information and signs
- working systematically with required attention to detail without injury to self or others, or damage to goods or equipment.

Knowledge Evidence

Evidence required to demonstrate competence in this unit must be relevant to and satisfy all of the requirements of the elements and performance criteria and include knowledge of:

- operational marketing systems and resources
- relevant regulatory requirements
- relevant workplace business marketing policies and practices, including requirements for maintaining security and confidentiality
- strategies to implement continuous improvement processes

- typical problems that can occur and related appropriate action that can be taken
- workplace protocols and procedures for marketing services and products to clients.

Assessment Conditions

As a minimum, assessors must satisfy applicable regulatory requirements, which include requirements in the *Standards for Registered Training Organisations* current at the time of assessment.

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Assessment must occur in workplace operational situations where it is appropriate to do so; where this is not appropriate, assessment must occur in simulated workplace operational situations that replicate workplace conditions.

Assessment processes and techniques must be appropriate to the language, literacy and numeracy requirements of the work being performed and the needs of the candidate.

Resources for assessment include:

- a range of relevant exercises, case studies and/or simulations
- applicable documentation including workplace procedures, regulations, codes of practice and operation manuals
- relevant materials, tools, equipment and personal protective equipment currently used in industry.

Links

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