



Australian Government

Department of Education, Employment and Workplace Relations

TLII507C Market services and products to clients

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit involves the skills and knowledge required to market services and products to clients including recognising and acting upon opportunities to promote products and services, establishing and maintaining contact with clients, and negotiating and closing sales in accordance with statutory retail practice and workplace procedures.

Application of the Unit

Work involves discretion and judgement for self and others in marketing services and products to clients. It is performed under minimum supervision with general guidance on progress and outcomes of work.

A range of opportunities may be used to develop the workplace and to support the development of work systems and innovative strategies to deal with contingencies and to encourage the achievement of the organisations goals and key performance objectives. Work involves responsibility for marketing services and products to clients and the provision of leadership of others either individually or in teams.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

The required outcomes described in this unit of competency contain applicable facets of Employability Skills. The Employability Skills Summary of the qualification in which this competency is packaged will assist in identifying employability skill 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. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

Elements and Performance Criteria

Element	Performance Criteria
1 Recognise opportunities to promote products and services	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 Where appropriate, clients are referred to expert personnel or services
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 upon 3.2 Negotiations with clients maintain enterprise professional standards and client satisfaction
4 Close sales	4.1 Documentation of the agreement 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

Required Skills and Knowledge

REQUIRED KNOWLEDGE AND SKILLS

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

Required knowledge:

Relevant regulatory requirements

Relevant OH&S and environmental protection policies and procedures

Workplace protocols and procedures for the marketing of services and products to clients

Relevant workplace business marketing policies and practices, including requirements for the maintenance of security and confidentiality

Strategies to implement continuous improvement processes

Focus of operation of marketing systems and resources

Typical problems that can occur when marketing services and products to clients and related appropriate action that can be taken

Required skills:

Communicate effectively with others when marketing services and products to clients

Negotiate and work effectively with others

Read and interpret instructions, procedures and information relevant to the marketing of services and products to clients

Interpret and follow operational instructions and prioritise work

Complete documentation related to the marketing of services and products to clients

Operate electronic communication equipment to required protocol

Work collaboratively with others when marketing services and products to clients

Adapt appropriately to cultural differences in the workplace, including modes of behaviour and interactions with others

Promptly report and/or rectify any identified problems that may arise when marketing services and products to clients in accordance with regulatory requirements and workplace procedures

Plan work activities, including predicting consequences and identifying improvements

Monitor work activities in terms of planned schedule

Identify improvements to services, resource allocation and use

Modify activities depending on differing operational contingencies, risk situations and environments

Work systematically with required attention to detail without injury to self or others, or damage to goods or equipment

Select and appropriately apply technology, information systems and procedures to complete workplace tasks

Operate and adapt to differences in equipment in accordance with standard operating procedures

Evidence Guide

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

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

The evidence required to demonstrate competency in this unit must be relevant to and satisfy all of the requirements of the elements and performance criteria of this unit and include demonstration of applying:

the underpinning knowledge and skills

relevant legislation and workplace procedures

other relevant aspects of the range statement

Context of and specific resources for assessment

Performance is demonstrated consistently over a period of time and in a suitable range of contexts

Resources for assessment include:

a range of relevant exercises, case studies and other simulated practical and knowledge assessment, and/or

access to an appropriate range of relevant operational situations in the workplace

In both real and simulated environments, access is required to:

relevant and appropriate materials and/or equipment, and/or

applicable documentation including workplace procedures, regulations, codes of practice and operation manuals

Method of assessment

Assessment of this unit must be undertaken by a registered training organisation

As a minimum, assessment of knowledge must be conducted through appropriate written/oral tests

Practical assessment must occur:

through appropriately simulated activities at

the registered training organisation, and/or
in an appropriate range of situations in the
workplace

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.

The workplace environment may involve	single and multi-site locations
twenty-four hour operation and may include:	large, medium and/or small companies
Services, products, risks, work systems and requirements may:	potentially vary across different sections of the workplace
Operations involve:	internal and external customer contact and coordination
Products may be:	existing or potential
Consultative processes may involve:	existing and potential customers/clients other employees and supervisors suppliers manufacturers relevant authorities management union representatives OH&S specialists other maintenance, professional or technical staff
Communications systems may involve:	face-to-face conversation telephone fax email electronic data transfer of information (EDI) mail
Depending on the type of organisation concerned and the local terminology used, workplace plans/procedures may include:	company plans/procedures enterprise plans/procedures organisational plans/procedures established plans/procedures
Information/documentation may include:	workplace procedures for the marketing of

services and products
current and potential customer/client
instructions and assessed requirements
customer service standards and procedures
workplace products and services information
quality assurance standards and procedures
relevant agreements, codes of practice
including the national standards for services
and operations
manufacturers/suppliers specifications,
advice, recommended procedures, policies
and instructions
workplace guidelines on appropriate
workplace language and communication
strategies and interpretation of relevant
information
legislation, regulations and related
documentation relevant to business
operations
regulations and policies relating to
minimising risks to the environment and
ensuring compliance with OH&S
requirements

Applicable regulations and legislation may
include:

relevant regulations, standards and codes of
practice
trading regulations relevant to business
operations
relevant Australian and state/territory OH&S
legislation
environmental protection regulations
hazardous substances and dangerous goods
codes
relevant Australian standards and
certification requirements
licence, patent or copyright arrangements

Unit Sector(s)

Not applicable.

Competency Field

I - Customer Service