



Australian Government

Department of Education, Employment and Workplace Relations

TLI4005A Market services and products to clients

Release: 1

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Modification History

Not Applicable

Unit Descriptor

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. Licensing, legislative, regulatory or certification requirements are applicable to this unit.

Application of the Unit

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 organisation's 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

Refer to Unit Descriptor

Pre-Requisites

Not Applicable

Employability Skills Information

Employability Skills This unit contains employability skills.

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

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

REQUIRED KNOWLEDGE AND SKILLS

- 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

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

EVIDENCE GUIDE

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/or 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 equipment, and
 - 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 activities in an appropriately simulated environment 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.

RANGE STATEMENT

The workplace environment may involve twenty-four hour operation and may include:

- single and multi-site locations
- 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

RANGE STATEMENT

Applicable regulations and legislation may include:

- 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
- 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

Competency Field I - Customer Service