



Australian Government

Department of Education, Employment and Workplace Relations

TLII4017A Develop freight customers

Release: 1

TLII4017A Develop freight customers

Modification History

Not Applicable

Unit Descriptor

Unit Descriptor

This unit involves the skills and knowledge required to develop freight customers in accordance with workplace requirements including identifying and evaluating potential freight business; developing proposals for new products or services; and negotiating products and services with customers. Licensing, legislative, regulatory or certification requirements are applicable to this unit.

Application of the Unit

Application of the Unit

Work must be carried out in compliance with the relevant regulations and workplace requirements concerning the provision of freight services.

Work is performed under some supervision generally within a team environment. It involves the application of workplace procedures and regulatory requirements to the development of freight customers as part of work activities in the transport, distribution and/or allied industries.

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 Identify potential freight business	1.1 The nature of potential customers freight needs is established with the customer 1.2 Customers freight needs are analysed against existing services to identify variances against normal services 1.3 Potential new customers are kept informed during review process
2 Evaluate potential business	2.1 Potential new business is analysed against existing freight services offered by the workplace 2.2 Special transportation requirements are identified and discussed with the customer 2.3 Cost effectiveness of potential new business is established using workplace guidelines
3 Develop proposals for new products or services	3.1 Potential new business is costed against new product or service 3.2 Proposed new product or service is documented and presented for further consideration 3.3 Decision regarding new product or service is conveyed promptly to the potential customer for follow-up action
4 Negotiate products and services with customers	4.1 Techniques for minimising potential damage to freight are identified and negotiated with customers 4.2 New products or services required to meet or improve customer services are implemented as approved

Required Skills and Knowledge

REQUIRED KNOWLEDGE AND SKILLS

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

Required knowledge:

- Australian and international codes and regulations relevant to freight services, including the Australian Dangerous Goods Code and relevant bond, quarantine or other legislative requirements
- Relevant OH&S and environmental protection procedures and guidelines
- Workplace procedures and policies for the international codes and regulations relevant to the development of freight customers
- Focus of operation of work systems, equipment, management and site operating systems for the development of freight customers
- Problems that may occur when developing freight customers and appropriate action that can be

REQUIRED KNOWLEDGE AND SKILLS

taken to resolve the problems

- Freight services offered by the workplace
- Freight management systems
- Workplace costing structures and rates
- Workplace public relations policies and procedures
- Profiles and details of all customers
- Workplace freight service advertising policies and procedures
- Services provided by other freight service organisations
- Documentation requirements for the development of freight customers
- Freight transport timetables, yard and terminal facilities, and site layout

Required skills:

- Negotiate, communicate and liaise effectively with others when developing freight customers
- Read and interpret instructions, procedures and information relevant to the development of freight customers
- Interpret and follow operational instructions and prioritise work
- Complete documentation related to the development of freight customers
- Operate electronic communication equipment to required protocol
- Undertake financial calculations involving cost analysis
- Prepare and present quotations
- Work collaboratively with others when developing freight customers
- 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 developing freight customers in accordance with regulatory requirements and workplace procedures
- Apply precautions and required action to minimise, control or eliminate hazards that may exist during the development of freight customers
- Monitor work activities in terms of planned schedule
- 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 use relevant computer, communication and office equipment
- Operate and adapt to differences in equipment in accordance with standard operating procedures
- Select and use required personal protective equipment conforming to industry and OH&S standards

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 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:
 - identifying and cultivating potential freight business
 - developing proposals for new products and services
 - negotiating with customers regarding products and services

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.

Work may be conducted:	• in a range of work environments by day or night • by day or night
Customers may be:	• internal or external
Workplaces may comprise:	• large, medium or small worksites
Work may be conducted in:	• limited or restricted spaces • exposed conditions • controlled or open environments
Potential customers include:	• all other rail and freight authorities • private businesses • government bodies • members of the public • internal customers
Promotional activities may include:	• public relations activities • press releases • open days • in-house newsletters • publications • advertising programs • seminars • promotional briefings • corporate sponsorship • development of promotional materials
Servicing requirements may be obtained from:	• customer requests • works orders • freight requirements • organisation personnel
Hazards in the work area may include:	• exposure to chemicals • exposure to dangerous or hazardous substances • movements of equipment, goods, materials and vehicular traffic
Consultative processes may involve:	• other employees and supervisors • current and potential customers

RANGE STATEMENT

	• suppliers, customers and clients • relevant authorities and institutions • management and union representatives • industrial relations and OH&S specialists
Communication in the work area may include:	• phone • electronic data interchange (EDI) • fax • email • internet • RF systems • oral, aural or signed communications
Depending on the type of organisation concerned and the local terminology used, workplace procedures may include:	• company procedures • enterprise procedures • organisational procedures • established procedures
Personal protective equipment may include:	• gloves • safety headwear and footwear • safety glasses • two-way radios • high visibility clothing
Information/documents may include:	• market knowledge about competitors who are providing rail freight and those providing alternative transport systems • customer requests and works orders • workplace procedures and policies • codes of practice and regulations relevant to freight services • Australian and international regulations and codes of practice for the transport of dangerous goods and hazardous substances • operations manuals, job specifications and induction documentation • manufacturers specifications for equipment • internal documentation used for freight services • supplier and/or client instructions • dangerous goods declarations and material safety data sheets (where applicable) • award, enterprise bargaining agreement, other industrial arrangements • relevant Australian Standards and certification requirements

RANGE STATEMENT

Applicable regulations and legislation may include:

- quality assurance procedures
- emergency procedures
- relevant codes and regulations for the provision of freight services
- Australian and international regulations and codes of practice for the transport of dangerous goods and hazardous substances, including:
 - Australian and International Dangerous Goods Codes
 - Australian Marine Orders and the International Maritime Dangerous Goods Code
 - IATA Dangerous Goods by Air regulations
 - Australian and International Explosives Codes
- privacy legislation
- water and road use and licence arrangements
- export/import/quarantine/bond requirements
- marine orders
- relevant state/territory OH&S and environmental protection legislation
- workplace relations regulations
- equal opportunity legislation
- equal employment opportunity and affirmative action legislation
- workers compensation regulations

Unit Sector(s)

Not Applicable

Competency Field

Competency Field

I - Customer Service