



Australian Government

Department of Education, Employment and Workplace Relations

TLIP2033A Sell products and services

Release: 1

TLIP2033A Sell products and services

Modification History

Not Applicable

Unit Descriptor

Unit Descriptor

This unit involves the skills and knowledge required to sell products and services in accordance with regulatory and workplace requirements, including preparing for financial transactions, promoting products and services, selling products and/or services, processing refunds, and reconciling financial transactions. 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 accordance with workplace requirements and relevant trade practices regulations.

Work is performed under some supervision, generally within a team environment. It involves the application of regulatory requirements and workplace procedures when selling products and services in the transport and 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 Prepare for financial transactions	1.1 Float, goods and services are prepared in accordance with workplace policies and procedures 1.2 Point of sale is established to meet workplace requirements and standards
2 Promote products and services	2.1 Strategies to promote products and services are developed in accordance with workplace policies and procedures 2.2 Strategies to promote products and services are implemented in accordance with workplace procedures
3 Sell products or services	3.1 Product knowledge is applied when answering customer inquiries 3.2 Sales transactions are conducted in a courteous manner to the customer's satisfaction 3.3 The price is correctly calculated and charged and the correct change and receipt is issued
4 Process refunds	4.1 Claim for refund is substantiated in accordance with company procedures 4.2 Refund claim application processes are completed to ensure transaction details are recorded 4.3 The customer refund is correctly calculated and issued in a courteous manner
5 Reconcile financial transactions	5.1 The value of money and vouchers issued and refunded are calculated to enable reconciliation against total sales to validate cash on hand 5.2 Money, goods, service entitlements and reconciliation documents are secured in accordance with workplace 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:

- Regulations and codes of practice relevant when selling products and services
- Relevant OH&S procedures and guidelines
- Workplace procedures and policies for selling products and services

REQUIRED KNOWLEDGE AND SKILLS

- Overview of the tourism industry and franchising arrangements
- Australian and international transport industry guidelines
- Workplace products and services
- Applicable insurance and public liability
- Relevant consumer laws and trade practice requirements
- Transport system fare structure and schedules
- Advertising policies
- Equipment and materials used when selling products and services, and procedures and precautions that should be followed in their use
- Problems that may occur when selling products and services and appropriate action that can be taken to resolve the problems
- Documentation and record requirements
- Communication and negotiation requirements when selling products and services

Required skills:

- Communicate and negotiate effectively with others when selling products and services
- Network with others in travel agencies and sales outlets
- Read and interpret instructions, procedures and product information relevant to the sale of products and services
- Interpret and follow operational instructions and prioritise work
- Complete documentation and entry of data related to the sale of products and services
- Work collaboratively with others when selling products and services
- Adapt appropriately to cultural differences in the workplace, including modes of behaviour and interactions with others
- Promptly report and/or rectify any identified problems or objections that may arise when selling products and services in accordance with regulatory requirements and workplace procedures
- Monitor work activities in terms of planned schedule
- Modify activities depending on differing operational contingencies and environments
- Work systematically with required attention to detail
- Carry out research activities required when selling products and services
- Market and promote products and services
- Create promotional layouts
- Select and use relevant office and communications equipment and materials when selling products and services
- 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 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.

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|---|---|
| Work may be conducted: | <ul style="list-style-type: none">• in a range of work environments |
| Goods and services may include: | <ul style="list-style-type: none">• tickets• vouchers• items sold on an occasional basis such as surplus equipment or stock• marketing or promotional items |
| Equipment may include: | <ul style="list-style-type: none">• point of sale equipment• ticket machines• pricing equipment• electronic calculators |
| Customers may include: | <ul style="list-style-type: none">• employees or external customers |
| Service entitlements may include: | <ul style="list-style-type: none">• tickets for travel or admission• vouchers to be exchanges for services |
| Consultative processes may involve: | <ul style="list-style-type: none">• customers and potential customers• other workplace personnel• supervisors and managers• representatives of travel agencies and sales outlets• official representatives |
| Communication in the work area may include: | <ul style="list-style-type: none">• phone• fax• email/internet• electronic data interchange (EDI)• face-to-face communication and memos• signed communications |
| Depending on the type of organisation concerned and the local terminology used, workplace procedures may include: | <ul style="list-style-type: none">• company procedures• enterprise procedures• organisational procedures• established procedures |
| Information/documents may include: | <ul style="list-style-type: none">• workplace procedures and policies for selling products and services• work instructions, job description and induction materials• pricing information including catalogues and computerised information• published or computerised information on available products and services |

RANGE STATEMENT

Applicable regulations and legislation may include:

- manufacturers specifications for office and communications equipment and materials
- relevant OH&S requirements and policies
- relevant codes of practice and regulations, including trade practice and consumer protection regulations
- award, enterprise bargaining agreement and other industrial arrangements
- customer service and quality assurance procedures
- relevant codes and regulations pertaining to sales of products and services, including trade practice and consumer protection requirements
- relevant state/territory OH&S legislation
- workplace relations regulations including equal opportunity, equal employment opportunity and affirmative action legislation
- workers compensation regulations

Unit Sector(s)

Not Applicable

Competency Field

Competency Field

P - Administration and Finance