



Australian Government

Department of Education, Employment and Workplace Relations

WRRS2B Advise on products and services

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit builds on unit WRRS1B Sell products and services. It requires a greater depth of specialist or general product knowledge and a greater need for experience and skill in offering advice to customers.

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Application of the Unit

Not applicable.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Not applicable.

Elements and Performance Criteria Pre-Content

Not applicable.

Elements and Performance Criteria

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Element	Performance Criteria
1 Develop product/service knowledge	1.1 Product knowledge developed and maintained according to store policy and legislative requirements. 1.2 Product knowledge conveyed to other staff members as required. 1.3 Comparisons between products and services researched and applied. 1.4 Knowledge of competitors' product and service range and pricing structure demonstrated.
2 Recommend specialised products/services	2.1 Merchandise evaluated according to customer requirements. 2.2 Features and benefits of products and services demonstrated to customer to create a buying environment. 2.3 Detailed specialised knowledge of product applied to provide accurate advice to customers.

Required Skills and Knowledge

Not applicable.

Evidence Guide

The following components of the evidence guide relate directly to the performance criteria and the range of variables for the unit of competency and provide guidance for assessment of the unit in the workplace and/or training program.

Critical Aspects of Evidence

Competency in this unit requires evidence that the candidate:

Consistently applies store policies and procedures and industry codes of practice in regard to customer service and selling products and services.

Develops, maintains and conveys product knowledge to customers.

Applies detailed and specialised product knowledge to provide accurate advice according to the needs of the customer.

Underpinning Skills and Knowledge

Knowledge and skills are essential to apply this unit in the workplace, to transfer to other contexts and deal with unplanned events. The requirements for this unit of competency are listed below:

Knowledge of:

Specialised product knowledge including:

warranties

benefits and features

shelf life/use by date

storage requirements

ingredients or materials contained in product

product/ingredient origins

care and handling of products

corresponding or complementary products and services

stock availability

Store/industry manuals and documentation

Stock and merchandise range

Service range

Procedures for taking orders

Pricing procedures including Goods and Services Tax (GST) requirements

Other relevant policies and procedures

Relevant legislation and statutory requirements

Relevant industry codes of practice

Skills in:

Interpersonal communication skills

Using a range of communication/electronic equipment

Accessing relevant product/service information

Literacy skills in regard to:

reading and understanding product information

reading and understanding store policies and procedures

recording information

Numerical skills in regard to:

estimating and calculating costs relevant to pricing products

Generic Process Skills

There are a number of processes that are learnt throughout work and life which are required in all jobs. They are fundamental processes and generally transferable to other work functions. Some of these are covered by the **key competencies**, although others may be added. The questions below highlight how these processes are applied in this unit of competency.

Following each question a number indicates the level to which the key competency needs to be demonstrated where 0 = not required, 1 = perform the process, 2 = perform and administer the process, and 3 = perform, administer and design the process.

How can **communication of ideas and information** be applied?

Recommending specialised products to customers requires ideas and information to be communicated. (2)

How can **information be collected, analysed and organised**?

Developing product knowledge requires information to be collected, analysed and organised. (2)

How are **activities planned and organised**?

Developing knowledge of competitor's products and services may require activities to be planned and organised. (1)

How can **team work** be applied?

Team work may be required when developing and relaying product knowledge to other team members. (1)

How can the use of **mathematical ideas and techniques** be applied?

Making comparisons with competitor's pricing structure will require the use of mathematical ideas and techniques. (2)

How can **problem-solving skills** be applied?

Problem-solving will be applied when evaluating merchandise according to customer requirements. (2)

How can the **use of technology** be applied?

The use of technology will be applied when developing product knowledge through accessing the Internet. (2)

Context of Assessment

Assessment process

For valid and reliable assessment of this unit, evidence should be gathered through a range of methods to indicate consistent performance.

It can be gathered from assessment of the unit of competency alone, through an integrated assessment activity or through a combination of both.

Evidence should be gathered as part of the learning process.

Integrated Competency Assessment

Evidence is most relevant when provided through an integrated activity which combines the elements of competency for each unit, or a cluster of units of competency.

The candidate will be required to:

Apply knowledge and skills which underpin the process required to demonstrate competence, including appropriate key competencies.

Integrate knowledge and skills critical to demonstrating competence in this unit.

Unit WRRS2B can be assessed with other units which relate to the specific job function.

Evidence Gathering Methods

Evidence should include products, processes and procedures from the workplace context.

Evidence might include:

Observation of the person in the workplace

Third party reports from a supervisor

Customer feedback

Answers to questions about specific skills and knowledge

Resources Required

A retail work environment

Access to a range of stock and merchandise

Relevant documentation, such as:

price lists

store policy and procedures manuals

Access to a range of customers with different requirements

A range of communication equipment

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Procedures for taking orders

Pricing procedures including Goods and Services Tax (GST) requirements

Other relevant policies and procedures

Relevant legislation and statutory requirements

Relevant industry codes of practice

Skills in:

Interpersonal communication skills

Using a range of communication/electronic equipment

Accessing relevant product/service information
Literacy skills in regard to:
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Numerical skills in regard to:
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How can **team work** be applied?

Team work may be required when developing and relaying product knowledge to other team members. (1)

How can the use of **mathematical ideas and techniques** be applied?

Making comparisons with competitor's pricing structure will require the use of mathematical ideas and techniques. (2)

How can **problem-solving skills** be applied?

Problem-solving will be applied when evaluating merchandise according to customer requirements. (2)

How can the **use of technology** be applied?

The use of technology will be applied when developing product knowledge through accessing the Internet. (2)

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A range of communication equipment

Range Statement

The Range of Variables provide the range of applications of this unit of competency to allow for differences within enterprises and workplaces. It provides details of practices, knowledge and requirements referred to in the elements and performance criteria. The variables chosen in training and assessment will depend on the work contexts.

The following variables may include but are not limited to:

Store policy and procedures in regard to:

selling products and services

Legislative requirements may include:

Trade Practices Act

tobacco laws

liquor laws

Lottery Acts

industry codes of practice

occupational health and safety

sale of second hand goods

sale of X and R rated products

trading hours

transport, storage and handling of goods

Product knowledge may include:

brand options

product features/benefits

warranties

safety features

Product knowledge may be developed and maintained by:

accessing the Internet

attending product launches

attending product seminars

discussions with staff members

accessing product information booklets/pamphlets

Pricing structure may include:

sales reductions

pricing procedures including Goods and Services Tax (GST) requirements

mark downs

Customers may include:

people with routine or special requests

people with special needs

regular and new customers

people from a range of social, cultural or ethnic backgrounds and physical and mental abilities

Customer requirements may include:

specific brand

sizing

quality

quantity

price range

usage

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Unit Sector(s)

Not applicable.