Sell Products and Services

This unit involves the use of sales techniques and encompasses the key selling skills from approaching the customer to closing the sale. It requires a basic level of product knowledge.

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| 2         | S.1.1 Apply Product Knowledge | - Knowledge of the use and application of relevant products and services demonstrated.  
- Experienced sales staff or product information guide consulted to increase product knowledge. |
| S.1.2 Approach Customer | - Timing of customer approach determined and applied.  
- Effective sales approach identified and applied.  
- Positive impression conveyed to arouse customer interest.  
- Knowledge of customer buying behaviour demonstrated.  
- Customer focused on specific | |
| S.1.3 Gather Information | - Questioning techniques applied to determine customer buying motives.  
- Listening skills used to determine customer requirements.  
- Non-verbal communication cues interpreted and clarified.  
- Customers identified by name where possible. | |
| S.1.4 Sell Benefits | - Customer needs matched to appropriate products and services.  
- Knowledge of products' features and benefits communicated clearly to customers.  
- Product use and safety requirements described to customers.  
- Customers referred to appropriate product specialist as required.  
- Routine customer questions about merchandise, eg. Price, price reductions, quality, usage, are answered accurately and honestly or referred to more experienced senior sales staff. | |
| S.1.5 Overcome Objections | - Customer objections identified and accepted.  
- Objections categorised into price, time and merchandise characteristics.  
- Solutions offered according to store | |

Assess With Units: CS:3
policy.

- Problem solving applied to overcome customer objections.

**S.1.6 Close Sale**
- Customer buying signals monitored, identified and responded to appropriately.
- Customer encouraged to make purchase decisions.
- Appropriate method of closing sale selected and applied.

**S.1.7 Maximise Sales Opportunities**
- Opportunities for making additional sales recognised and applied.
- Customer advised of complementary products or services according to customer’s identified need.
- Personal sales outcomes reviewed to maximise future sales.

### RANGE OF VARIABLES
The following variables may be present:

- Store policy and procedures in regard to selling products and services.
- Size, type and location of store.
- Store merchandise range.
- Store service range.
- Store sales approach.
- Product knowledge may include warranties, corresponding benefits of various products, use-by dates, storage requirements and stock availability.
- Customers with routine or special requests.
- Regular and new customers.
- Selling may be face to face or by telephone.
- Customers may include people from a range of social, cultural or ethnic backgrounds and physical and mental abilities.
- Levels of staffing, eg. Staff shortages.
- Varying levels of staff training.
- Routine or busy trading conditions.
- Full-time, part-time or casual staff.
- Customer lists.
- Handling techniques may vary according to stock characteristics and industry codes of practice.

### EVIDENCE GUIDE
This unit should be assessed in conjunction with Service Unit CS.3 "Interact with Customer".

Competency is demonstrated by performance of all staged criteria according to the range of variables applicable to the workplace.

Evidence of knowledge and expertise relevant to the following is required:

- Store policies and procedures in regard to selling products and services.
- Relevant legislation and statutory requirements including consumer law.
- Store merchandise and service range.
- Listening and questioning techniques.
- Verbal and non-verbal communication skills:
  - negotiation techniques
  - customer buying motives
  - customer categories/types
  - types of customer needs, e.g. functional, psychological
  - problem solving techniques
  - performance analysis techniques
- Basic level of product knowledge.
- Selling skills to include:
  - opening techniques
  - buying signals
  - strategies to focus customer on specific merchandise
  - add-ons and complementary sales
  - overcoming customer objections
  - closing techniques

The following may be required:
- Literacy skills in regard to product knowledge.
- Numeracy skills in regard to handling of tender, weighing and measuring goods.