CATAPULT

SIRXSLS001

Sell to the retail customer

Table of Contents (Extract)

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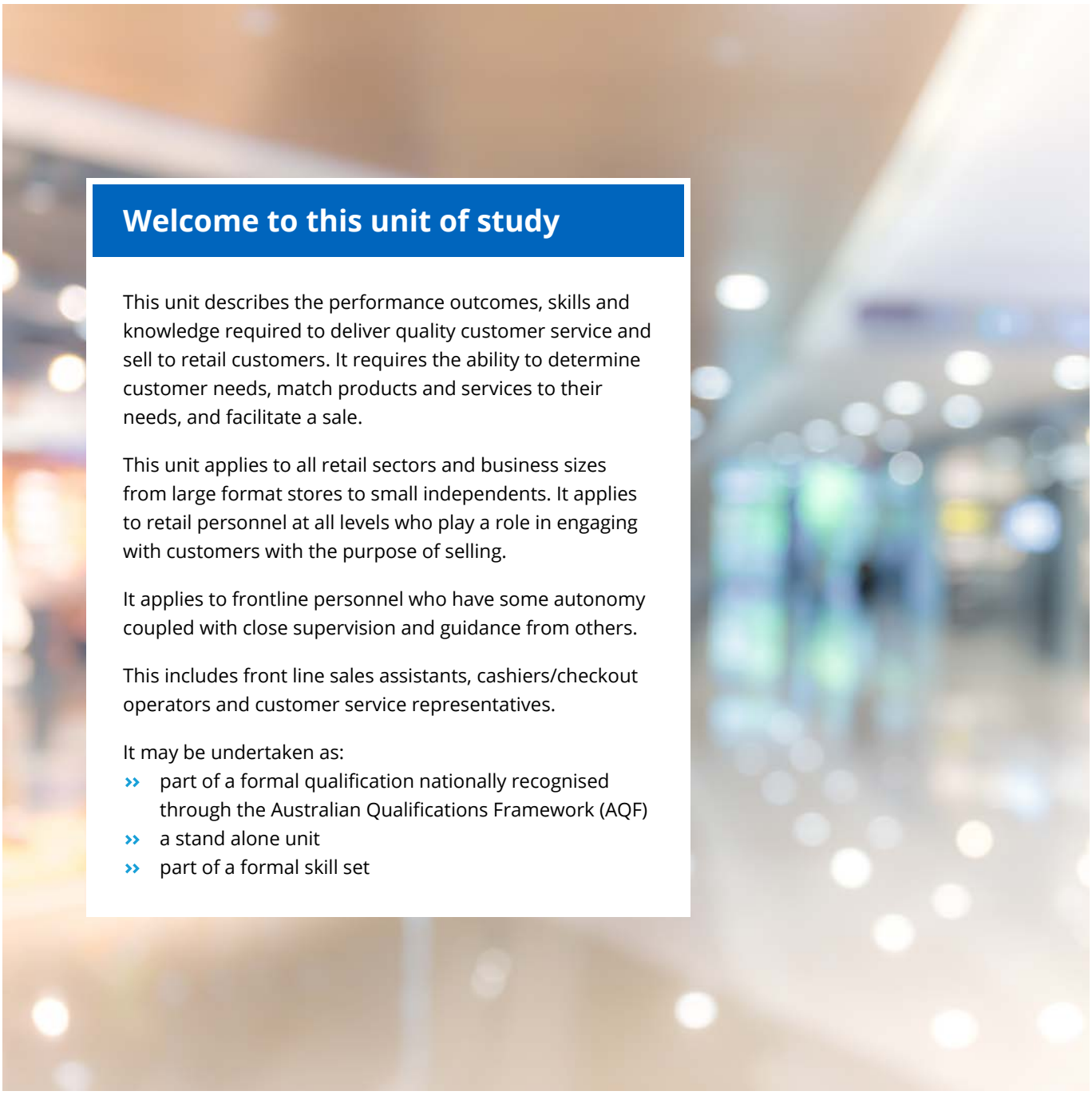
Trainer/assessor guide

SIRXSLS001
Sell to the retail customer



Welcome to this unit of study

This unit describes the performance outcomes, skills and knowledge required to deliver quality customer service and sell to retail customers. It requires the ability to determine customer needs, match products and services to their needs, and facilitate a sale.

This unit applies to all retail sectors and business sizes from large format stores to small independents. It applies to retail personnel at all levels who play a role in engaging with customers with the purpose of selling.

It applies to frontline personnel who have some autonomy coupled with close supervision and guidance from others.

This includes front line sales assistants, cashiers/checkout operators and customer service representatives.

It may be undertaken as:

- part of a formal qualification nationally recognised through the Australian Qualifications Framework (AQF)
- a stand alone unit
- part of a formal skill set

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About this trainer/assessor guide

Learning resource

The learning resource is divided into the following topics:

- Establish customer needs
- Provide advice on products and services
- Facilitate the sale of products and services

Each topic provides information to help you gain the skills and knowledge required to perform the work tasks to which they refer. Read the information and practise the skills described. You should also take the opportunity to undertake additional independent research. Your trainer/assessor may also provide supplementary information including interpretation of the contents of this resource.

At the end of each topic is:

- a set of true or false questions
- a set of multiple choice questions

These questions provide an opportunity to check your understanding and progress. They are self-marking and do not form part of the assessment for the unit.

Assessment workbook

To have this unit recognised as a formal qualification you need to have your skills and knowledge assessed. The assessment workbook provides:

- information on competency-based assessment
- instructions on how you will be assessed
- assessment tools to assess your competence
- instructions on how to complete the assessment tasks within each assessment tool

To be assessed as competent you need to provide evidence that you have the skills and knowledge to undertake the requirements of this unit. This assessment of competency is made by a qualified trainer/assessor from a registered training organisation. You must complete all the assessments as directed by your trainer/assessor to the required standard. It is not necessary to work through the guide in the order in which it is written. However this is at the discretion of your trainer/assessor.

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