

## Modification history

Release	Comments
Release 2	This version released with AHC Agriculture, Horticulture, Conservation and Land Management Training Package Version 5.0.
Release 1	Initial release

AHCMER303	Sell products and services
<b>Application</b>	<p>This unit of competency describes the skills and knowledge required to engage the customer, and sell and maintain products and services.</p> <p>This unit applies to individuals who sell products and services under broad direction and take responsibility for their own work.</p> <p>All work must be carried out to comply with workplace procedures, health and safety in the workplace requirements, legislative and regulatory requirements.</p> <p>No occupational licensing, legislative or certification requirements are known to apply to this unit at the time of publication.</p>
<b>Prerequisite Unit</b>	Nil
<b>Unit Sector</b>	Merchandising and Sales (MER)

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Engage customer	1.1 Approach customer in a timely and professional manner 1.2 Use interpersonal skills to engage customer 1.3 Present customers with purchase options that address their needs and assist to identify their preferred option 1.4 Identify personal, professional and legislative requirements in addressing customer needs and seek assistance from appropriate personnel
2. Sell products and services	2.1 Determine prices and quotations on the advice of appropriate personnel and provide to customer 2.2 Complete sales to maximise potential for customer satisfaction 2.3 Identify and respond to opportunities for up selling and repeat sales
3. Maintain products	3.1 Handle and store products safely and efficiently 3.2 Complete sales documentation and reorder products 3.3 Review sales techniques to enhance future sales results

<b>Foundation Skills</b>	
<i>This section describes those language, literacy, numeracy and employment skills that are essential for performance in this unit of competency but are not explicit in the performance criteria.</i>	
<b>Skill</b>	<b>Description</b>
Reading	<ul style="list-style-type: none"> <li>Interpret textual information from a range of sources to identify relevant and key information about legislative requirements</li> </ul>
Writing	<ul style="list-style-type: none"> <li>Record sales and product reordering</li> </ul>
Oral communication	<ul style="list-style-type: none"> <li>Use clear language with customer to gather information and confirm customer needs</li> <li>Initiate discussions with appropriate personnel, using clear language to seek sales assistance</li> </ul>

<b>Unit Mapping Information</b>			
<b>Code and title current version</b>	<b>Code and title previous version</b>	<b>Comments</b>	<b>Equivalence status</b>
AHCMER303 Sell products and services Release 2	AHCMER303 Sell products and services Release 1	Performance criteria clarified Foundation skills added Assessment requirements updated	Equivalent unit

<b>Links</b>
Companion Volumes, including Implementation Guides, are available at VETNet: <a href="https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=c6399549-9c62-4a5e-bf1a-524b2322cf72">https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=c6399549-9c62-4a5e-bf1a-524b2322cf72</a>

<b>TITLE</b>	<b>Assessment requirements for AHCMER303 Sell products and services</b>
<b>Performance Evidence</b>	
<p>An individual demonstrating competency must satisfy all of the elements and performance criteria in this unit.</p> <p>There must be evidence that the individual has sold products and services on at least three occasions and has:</p> <ul style="list-style-type: none"> <li>• engaged customers</li> <li>• applied applicable legislative requirements in sales environments, particularly fair trading, trade practices and sale of goods legislation and public liability</li> <li>• applied workplace procedures for selling products and services</li> <li>• identified the potential for a sale</li> <li>• presented purchase options to the customer</li> <li>• provided quotations</li> <li>• sought sales assistance from appropriate personnel where required</li> <li>• completed sales</li> <li>• handled and stored products</li> <li>• recorded sales and reordered products.</li> </ul>	
<b>Knowledge Evidence</b>	
<p>An individual must be able to demonstrate the knowledge required to perform the tasks outlined in the elements and performance criteria of this unit. This includes knowledge of:</p> <ul style="list-style-type: none"> <li>• customer needs in various merchandising settings</li> <li>• customer buying signals</li> <li>• customer service and sales techniques</li> <li>• how to effectively engage and communicate with a range of customers from diverse backgrounds</li> <li>• legislative requirements in sales environments, particularly fair trading, trade practices and sale of goods legislation and public liability</li> <li>• workplace procedures for selling products and services.</li> </ul>	
<b>Assessment Conditions</b>	
<p>Assessment of skills must take place under the following conditions:</p> <ul style="list-style-type: none"> <li>• physical conditions: <ul style="list-style-type: none"> <li>• a workplace setting or an environment that accurately represents workplace conditions</li> </ul> </li> <li>• specifications: <ul style="list-style-type: none"> <li>• legislative requirements relevant to sales environments, particularly fair trading, trade practices and sale of goods legislation and public liability</li> <li>• workplace procedures relevant to selling products and services</li> </ul> </li> <li>• relationships: <ul style="list-style-type: none"> <li>• customers, appropriate personnel.</li> </ul> </li> </ul> <p>Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.</p>	
<b>Links</b>	<p>Companion Volumes, including Implementation Guides, are available at VETNet:  <a href="https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=c6399549-9c62-4a5e-bf1a-524b2322cf72">https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=c6399549-9c62-4a5e-bf1a-524b2322cf72</a></p>