

Title	Communicate product information to sales clients		
Level	4	Credits	5

Purpose	<p>This unit standard is for people beginning a career in the sales area. They could be working in a variety of different sales situations.</p> <p>People credited with this unit standard are able to: determine communication methods about products; communicate product information; and evaluate effectiveness of communication of product information.</p>
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Classification	Retail, Distribution, and Sales > Sales
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Available grade	Achieved
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Guidance Information

- 1 Legislation relevant to this unit standard includes but is not limited to: Consumer Guarantees Act 1993, Credit Contracts and Consumer Finance Act 2003, Fair Trading Act 1986, Privacy Act 2020, Contract and Commercial Law Act 2017, Unsolicited Electronic Messages Act 2007.
- 2 Definitions

Communication methods refer to the methods used to share or exchange information. These methods will vary with information to be communicated and organisational procedures.

Organisational procedures referred to in this unit standard may include but are not limited to the applicable procedures found in the following: organisational performance guidelines and standards; government and local body legislation.

Product refers to goods or services.

Product information refers to information (such as: after-sales service, benefits, brands, care, composition, features, legislative requirements, maintenance, manufacturer, manufacturing processes, operating instructions, origin, organisational commitments, performance, price, purposes, quality, reliability, safety provisions, specifications, special precautions, storage, uses, warranties) about a product which the buyer might expect to be available.
- 3 This unit standard may be assessed against in a work-based environment, or in an education and training environment if simulated business conditions are provided, or in a combination of both environments.
- 4 Evidence is required for communication of correct product information in accordance with organisational procedures with two different customers and for two different products.

Outcomes and performance criteria

Outcome 1

Determine communication methods about products.

Performance criteria

- 1.1 Product information relevant for customers is identified in accordance with organisational procedures.
- 1.2 Communication methods relevant for customers and products are established in accordance with organisational procedures.

Range may include but is not limited to – presentation, description, demonstration, trial, use of sales aids, product samples, website, data source, sales pitch.

Outcome 2

Communicate product information to customers.

Performance criteria

- 2.1 Product information is communicated to customers in a manner that meets their information needs.

Range manner of communication may include but is not limited to – confirmation of requirements, conflict resolution, creating a suitable environment, documentation, giving and receiving feedback, identification of needs and motivation, overcoming resistance, problem solving, reaching agreement, relevance, timeliness, maintaining a win-win attitude; evidence of five manners of communication is required.

- 2.2 Product information is communicated to customers in accordance with organisational procedures and legislative requirements.

Outcome 3

Evaluate effectiveness of communication of product information.

Performance criteria

- 3.1 Methods for measuring the effectiveness of communication of product information are applied and evaluation data is compiled in accordance with organisational procedures.

Range methods may include but are not limited to – monitoring of customer reaction, product performance, sales, self-evaluation, feedback from customers, feedback from manufacturers, feedback from suppliers, feedback from staff; evidence of three methods is required.

- 3.2 Effectiveness of communication of product information is evaluated and any areas for improvement are identified in accordance with organisational procedures.

- 3.3 Methods for improving effectiveness of communication of product information are implemented in accordance with organisational procedures.

Range methods may include but are not limited to – adjusting procedures, changing strategies, coaching, encouraging, providing incentives, setting development objectives, providing resources, use of customer relationship management system, providing professional advice and assistance; evidence of three methods is required.

Planned review date	31 December 2027
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	21 March 1997	31 December 2013
Revision	2	3 May 2002	31 December 2013
Revision	3	20 January 2006	31 December 2013
Review	4	20 June 2008	31 December 2015
Revision	5	14 November 2012	31 December 2018
Review	6	8 December 2016	31 December 2021
Revision	7	29 March 2018	31 December 2025
Review	8	26 January 2023	N/A
Revision	9	25 July 2024	N/A

Consent and Moderation Requirements (CMR) reference	0112
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Comments on this unit standard

Please contact Ringa Hora Services Workforce Development Council
qualifications@ringahora.nz if you wish to suggest changes to the content of this unit standard.