

<b>Title</b>	<b>Communicate product information to sales clients</b>		
<b>Level</b>	<b>4</b>	<b>Credits</b>	<b>5</b>

<b>Purpose</b>	<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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<b>Classification</b>	Retail, Distribution, and Sales > Sales
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<b>Available grade</b>	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 1993, Contract and Commercial Law Act 2017, Unsolicited Electronic Messages Act 2007.
  
- 2 Definitions
 

*Communication methods* refers 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.

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## Outcomes and performance criteria

### Outcome 1

Determine communication methods about products in accordance with organisational procedures

#### Performance criteria

- 1.1 Product information relevant for customers is identified.
- 1.2 Communication methods relevant for customers and products are established.  

Range	may include but is not limited to – presentation, description, demonstration, trial, use of sales aids, product samples, website, data source, sales pitch.
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### 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.
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- 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 in accordance with organisational procedures.

**Performance criteria**

3.1 Methods for measuring the effectiveness of communication of product information are applied and evaluation data is compiled.

Range methods may include but is 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.

3.3 Methods for improving effectiveness of communication of product information are implemented.

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.

<b>Planned review date</b>	31 December 2021
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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	N/A

<b>Consent and Moderation Requirements (CMR) reference</b>	0225
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

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**Comments on this unit standard**

Please contact ServicelQ [qualifications@ServicelQ.org.nz](mailto:qualifications@ServicelQ.org.nz) if you wish to suggest changes to the content of this unit standard.