

Title	Apply skills and qualities of a salesperson in a retail or distribution environment		
Level	3	Credits	6

Purpose	People credited with this unit standard are able to: describe skills and qualities of a salesperson, and apply skills and qualities of a salesperson during a sales transaction, in a retail or distribution environment.
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Classification	Retail, Distribution, and Sales > Sales Transactions
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Available grade	Achieved
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Guidance Information

1 Definitions

Customer refers to both internal and external customers and refers to the recipient of goods and/or services.

Organisational procedures refer to instructions to staff on policy and procedures which are formally documented, or generally accepted within the workplace.

Retail or distribution environment refers to workplaces where the primary focus is on customers purchasing goods and/or services.

Sales or *selling* refers to creating, building and sustaining mutually beneficial and profitable business through personal and organisational contact and relationships.

Sales transaction refers to the sale of goods and/or services for which the purchaser has need of guidance. The transaction may include credit arrangements.

2 Performance of the outcomes of this unit standard must comply with the requirements of the following – Consumer Guarantees Act 1993, Fair Trading Act 1986, Credit Contracts and Consumer Finance Act 2003, Privacy Act 2020 Contract and Commercial Law Act 2017, Health and Safety at Work Act 2015, Human Rights Act 1993.

3 Evidence is required for completion of two sales transactions.

4 All assessment tasks must be carried out in accordance with organisational procedures.

Outcomes and performance criteria

Outcome 1

Describe skills and qualities of a salesperson.

Performance criteria

1.1 Communication skills relevant for selling are described.

Range skills may include but are not limited to – explaining, demonstrating, questioning, listening, matching body language, giving information, giving feedback, problem solving, handling conflict, handling objections, providing finance information, farewelling customers.

1.2 Selling skills are described.

Range skills may include but are not limited to – approaching customers, identifying needs, recognising buying motives, turning features into benefits, recommending options, use of selling aids, recognising buying signals, closing sales, making add-on sales, upselling, warranty interpretation, receiving payments, completing sales documentation, wrapping and packing products, closing sales transactions, organising deliveries, following up sales.

1.3 Self-management skills relevant for selling are described.

Range skills may include but are not limited to – managing time, handling objections, handling stress, managing demands, personal hygiene.

1.4 Personal qualities relevant for selling are described.

Range qualities may include but are not limited to – courtesy, friendliness, honesty, positive attitude, customer focus, reliability, motivation, initiative, product and/or service knowledge, adherence to legislative requirements, sensitivity to customers with special needs, meeting the needs of customers with disabilities as defined by the Human Rights Act.

Outcome 2

Apply skills and qualities of a salesperson during a sales transaction.

Performance criteria

2.1 Communication skills are performed.

2.2 Selling skills are applied.

2.3 Self-management skills are applied.

2.4 Personal qualities are demonstrated.

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	24 March 1998	31 December 2013
Revision	2	8 June 1999	31 December 2013
Review	3	16 December 2005	31 December 2013
Review	4	15 April 2011	31 December 2016
Review	5	21 May 2015	31 December 2016
Review	6	21 April 2016	31 December 2021
Rollover and 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.