

Title	Assist customers to select goods and/or services		
Level	2	Credits	5

Purpose	People credited with this unit standard are able to: approach customers; identify customer needs; provide options for goods and/or services to meet customer needs; and close sale.
----------------	---

Classification	Retail, Distribution, and Sales > Sales Transactions
-----------------------	--

Available grade	Achieved
------------------------	----------

Guidance Information

1 Definitions

Benefits refer to the value the customer places on features of goods and/or services regardless of the price. Benefits can be anything the customer defines as of value and may or may not be features of the particular goods and/or services.

Features refer to characteristics of the goods or services and may include but are not limited to – country of origin, material, brand, manufacturer, price, style, colour, size, service components, costs, location, timeframes, contingency measures.

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; manufacturer's procedures and specifications; Government and local body legislation.

2 Legislation relevant to this unit standard includes but is not limited to: Contract and Commercial Law Act 2017, Fair Trading Act 1986, Consumer Guarantees Act 1993, Privacy Act 2020.

3 Recommended knowledge and skills: Unit 11941, *Establish and maintain positive customer service interactions in a retail environment*.

4 Evidence is required for two situations where customers are assisted to select goods and/or services.

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

Outcomes and performance criteria

Outcome 1

Approach customers.

Range approach may include but is not limited to – greetings, making eye contact, smiling, introduction of self or organisation, welcome, offer of help, comment on product features, establishing point of contact.

Performance criteria

1.1 Approach and customer expression of interest in goods and/or services are matched.

Range customer expression of interest may include but is not limited to – waiting to be served, browsing, examining goods, reading goods or service information, checking labels.

1.2 A positive approach towards customers is used.

Range positive approach may include but is not limited to – body language, voice and tone, facial expression, greetings used.

Outcome 2

Identify customer needs.

Performance criteria

2.1 Questions are used to gain information from customer on needs and expectations.

2.2 Pace of questions is matched to customer interest in goods and/or services.

2.3 Customer needs are identified and confirmed.

Range may include but is not limited to – expectation, purpose, past user, problems, place, price, particulars, options for payment.

2.4 Features and benefits of goods and/or services are explained to customer and matched to their needs.

Outcome 3

Provide options for goods and/or services to meet customer needs.

Performance criteria

3.1 Options for goods and/or services are identified which meet customer needs.

- 3.2 Customer is provided with accurate and complete information about options which meets their needs.
- 3.3 Legislation relevant to the purchase is identified and communicated to the customer where required.
- 3.4 Customer agreement is obtained confirming that options provided meet their needs.

Outcome 4

Close sale.

Performance criteria

- 4.1 Communication techniques to overcome customer objections are applied.
- Range communication techniques may include but are not limited to – acknowledge objection, offer solutions, confirm solution, ask detailed questions, maintain open body language.
- 4.2 Factors in making add-on sales are demonstrated.
- Range factors may include but are not limited to – product knowledge, stock knowledge, relevance to customer needs, closed leading questions, directive statement, forced choice.
- 4.3 Communication techniques for closing a sale are demonstrated.
- Range communication techniques may include but are not limited to – direct, trial, alternative, summary close.
- 4.4 Options for payment are offered and payment is received.
- Range evidence is required of two of – cash, EFTPOS, credit card, trial, layby, hire purchase, correct change.
- 4.5 Documentation for sale is completed.

Planned review date	31 December 2027
----------------------------	------------------

Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	31 October 1997	31 December 2013
Review	2	26 November 2003	31 December 2013
Review	3	15 April 2011	31 December 2016
Review	4	21 May 2015	31 December 2021
Review	5	8 December 2016	31 December 2021
Revision	6	29 March 2018	31 December 2025
Review	7	26 January 2023	N/A
Revision	8	25 July 2024	N/A

Consent and Moderation Requirements (CMR) reference

0112

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.