

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

<b>Purpose</b>	People credited with this unit standard are able to: approach customers; identify customer's needs; provide options for goods and/or services to meet customer's needs; and close sale, in accordance with organisational procedures.
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<b>Classification</b>	Retail, Distribution, and Sales > Sales Transactions
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<b>Available grade</b>	Achieved
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## 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 1993.

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

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

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## Outcomes and performance criteria

### Outcome 1

Approach customers in accordance with organisational procedures.

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 matches customer expression of interest in goods and/or services.
- 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 Approach is positive towards customer.
- Range positive approach may include but is not limited to – body language, voice and tone, facial expression, greetings used.

**Outcome 2**

Identify customer needs in accordance with organisational procedures.

**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 Information provided about options is accurate and complete and meets customer needs.
- 3.3 Legislation relevant to the purchase is identified and communicated to the customer where required in accordance with organisational procedures.
- 3.4 Customer agreement is obtained confirming that options provided meet their needs.

**Outcome 4**

Close sale in accordance with organisational procedures.

**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.

<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	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	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.