

Title	Complete sales transactions in a retail or distribution environment		
Level	3	Credits	5

Purpose	People credited with this unit standard are able to identify customer needs in a sales transaction, and complete sales transactions in accordance with organisational procedures, 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

Benefits refer to the value the customer places on the features of the product. This is different from the price of the product. Benefits can be anything the customer defines as of value in relation to the particular product.

Features refer to characteristics of the product 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; Government and local body legislation.

Product refers to goods and/or services sold.

Sales transaction may include but is not limited to – high value, multiple products, detailed product knowledge, trade-in, credit, hire purchase, layby, contract negotiation, finance options.

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

3 Recommended knowledge and skills: Unit 11968, *Demonstrate and apply knowledge of legislation applicable to sale of goods and services.*

4 Evidence is required for two different sales transactions.

Outcomes and performance criteria

Outcome 1

Identify customer needs in a sales transaction.

Performance criteria

1.1 Components of customer motivation are identified accurately.

Range components may include but are not limited to – personal, social, rational, emotional.

1.2 Interaction with customer is appropriate to customer motivation.

1.3 Customer requirements are established accurately and agreed.

Range may include but are not limited to – open questions, closed questions, suggestion, providing options, demonstration, customer involvement, opinion, testimony, story, application to specific situations.

1.4 Communication techniques for dealing with the sales transaction are applied.

Range techniques may include but are not limited to – persuasion, flexibility, analysis, synthesis, time management, resource management, language, manner, turning features into benefits, responding to objections, negotiation, knowledge of legislation, gaining agreement, showing or describing features and benefits, identifying future needs, identifying added value, upselling, closing;
evidence for three techniques across the two transactions.

Outcome 2

Complete sales transactions in accordance with organisational procedures.

Performance criteria

2.1 Information provided to customer about products is appropriate to the level of detail required.

2.2 Any disclosure of conditions of sale is agreed with customers.

Range may include but not limited to – trade-ins, warranties, insurance, finance options, layby, hire purchase, after sales service, payment options.

Planned review date	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	28 February 2006	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

Consent and Moderation Requirements (CMR) reference

0225

This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Comments on this unit standard

Please contact ServicelQ qualifications@ServicelQ.org.nz if you wish to suggest changes to the content of this unit standard.