

Title	Apply product information to selling goods in a retail environment		
Level	3	Credits	10

Purpose	<p>This entry-level unit standard is for people who are working in a retail environment selling goods.</p> <p>People credited with this unit standard are able to: apply product information to assist customer to purchase goods; and maintain product information, in a retail environment.</p>
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Classification	Retail, Distribution, and Sales > Retail and Distribution Core Skills
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Available grade	Achieved
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Guidance Information

1 Definitions

Benefits – the value the customer places on features of goods 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.

Customer – the recipient of goods and/or services and includes internal or external customers.

Features – characteristics of the goods, examples of which are 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.

Retail environment – workplaces where the primary focus is on customers purchasing goods or services.

- 2 Legislation relevant to this unit standard include but are not limited to: Credit Contracts and Consumer Finance Act 2003, Consumer Guarantees Act 1993, Fair Trading Act 1986, Food Act 2014, Hazardous Substances and New Organisms Act 1996, Health and Safety at Work Act 2015, Contract and Commercial Law Act 2017, Sale and Supply of Alcohol Act 2012, Smoke-free Environments Act 1990, Weights and Measures Act 1987.

- 3 Evidence for this unit standard must be demonstrated in the workplace.

Outcomes and performance criteria

Outcome 1

Apply product information to assist a customer to purchase goods in a retail environment.

Range evidence is required of two customer interactions from the candidate's workplace.

Performance criteria

- 1.1 Brand characteristics are communicated to the customer in accordance with organisational procedures.
- 1.2 Any alternative products are identified and their features and benefits communicated to the customer in accordance with organisational procedures.
- 1.3 Product performance and any limitations are identified and communicated to the customer in accordance with organisational procedures.

Outcome 2

Maintain product information in a retail environment.

Range evidence is required of two products available in the candidate's workplace.

Performance criteria

- 2.1 Changes in product status are identified and communicated to sales staff in accordance with organisational procedures.

Range product status may include but is not limited to – product transfers, new products, product deletions.
- 2.2 Changes in technology or production processes are identified and communicated to sales staff in terms of the impact on the product's features and benefits.
- 2.3 Value-added and/or co-products are identified and communicated to sales staff in terms of their relationship to the product being stocked.
- 2.4 Sales, discounts or promotions are identified and communicated to sales staff in terms of their impact on the retail price.
- 2.5 Any legislative considerations or environmental considerations related to the product being stocked are identified and communicated to sales staff in terms of the impact on customer buying decisions.

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	21 May 2015	31 December 2021
Review	2	8 December 2016	31 December 2021
Revision	3	29 March 2018	N/A

Consent and Moderation Requirements (CMR) reference	0225
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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 ServicelQ qualifications@ServicelQ.org.nz if you wish to suggest changes to the content of this unit standard.