



Australian Government

**Assessment Requirements for AURSCA003
Apply sales procedures in an automotive
workplace**

Release: 1

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Modification History

Release	Comment
Release 1	New unit of competency.

Performance Evidence

Before competency can be determined, individuals must demonstrate they can perform the following according to the standards defined in this unit's elements, performance criteria, range of conditions and foundation skills:

- engage with three potential automotive customers and respond to their enquiries regarding product and service features in line with workplace customer service standards
- sell automotive products or services to three different customers.

Knowledge Evidence

Individuals must be able to demonstrate knowledge of:

- product and service knowledge applicable to automotive workplace, including:
 - specific product knowledge for area or section
 - company merchandise and service range
 - stock databases and service delivery calendar
 - equipment safety features
 - warranties and conditions
 - price and discounts available
- customer types and needs, including:
 - customer behaviour and cues
 - customer buying motivations, including functional and emotional motivation
 - demographics, lifestyle and income
 - individual and cultural differences
- key features of automotive industry codes of practice and statutory requirements that are reflected in workplace procedures relating to:
 - sale of products and services

- consumer rights and protection
- sales techniques relating to selling products and services in an automotive workplace, including:
 - techniques for opening and closing a sale
 - recognising buying signals
 - overcoming customer objections
 - strategies to focus customers on specific merchandise
- common workplace procedures relating to:
 - analysing individual and workplace sales performance
 - handling customer complaints.

Assessment Conditions

Assessors must satisfy NVR/AQTF assessor requirements.

Competency is to be assessed in the workplace or a simulated environment that accurately reflects performance in a real workplace setting.

Assessment must include direct observation of tasks.

Where assessment of competency includes third-party evidence, individuals must provide evidence that links them to applying sales techniques when selling automotive products and services in an automotive sales and service workplace, e.g. sales invoices.

Assessors must verify performance evidence through questioning on skills and knowledge to ensure correct interpretation and application.

The following should be made available:

- automotive sales and service workplace or simulated workplace
- workplace procedures relating to sales and customer service
- commercially realistic range of automotive retail products and services for sale
- product and service information
- three different customers with commercially realistic product and service needs.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=b4278d82-d487-4070-a8c4-78045ec695b1>

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