



**Australian Government**

**Assessment Requirements for AURSCA103  
Apply sales procedures in an automotive  
workplace**

**Release: 1**

# Assessment Requirements for AURSCA103 Apply sales procedures in an automotive workplace

## Modification History

Release	Comments
Release 1	This version first released with AUR Automotive Retail, Service and Repair Training Package Version 6.0

## Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- engage with at least 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 at least three different customers.

## Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- methods to locate and interpret information required to apply sales procedures in an automotive workplace, including:
  - information provided by customer and supervisors
  - manufacturer specifications and procedures or equivalent documentation
- workplace procedures required to apply sales procedures in an automotive workplace including:
  - documentation procedures
- product and service knowledge applicable to automotive workplace, including:
  - specific product knowledge for area or section including
    - use and safety requirements
  - 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, including those relating to:
    - characteristics and feature of merchandise
    - price of merchandise
  - strategies to focus customers on specific merchandise
- common workplace procedures relating to:
  - analysing individual and workplace sales performance
  - approaching customers, including:
    - greeting customer according to workplace conventions and customer service standards
    - conveying a positive impression to encourage customer interest
    - interpreting customer non-verbal communication cues
  - handling customer complaints.

## Assessment Conditions

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.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

## **Links**

Companion Volume Implementation Guide is found on VETNet -

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