



Australian Government

AURSCA103 Apply sales procedures in an automotive workplace

Release: 1

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

Application

This unit describes the skills and knowledge required to effectively apply sales procedures when selling a range of automotive products and services. It involves approaching customers, conveying product and service knowledge, overcoming customer objections, and closing off a sale.

The unit applies to those working in the automotive sales and service industry.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of publication.

Unit Sector

Sales and Parts, Administration and Management Sales and Marketing

Elements and Performance Criteria

ELEMENTS	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Develop product and sales knowledge	1.1 Research and clarify use, features and application of products and services according to workplace procedures 1.2 Research customer buying behaviour 1.3 Consult experienced sales staff or product information guides to increase and confirm knowledge of products, services and sales techniques
2. Approach customer and address product or service requirements	2.1 Approach customer according to workplace standards and customer behaviour 2.2 Determine customer buying motives and requirements, and guide customer to suitable product, service or specialist as required 2.3 Respond to routine customer questions about features and

ELEMENTS	PERFORMANCE CRITERIA
	benefits of product or service, or refer to more experienced sales staff
3. Identify and resolve objections	3.1 Identify and acknowledge customer objections 3.2 Analyse solutions to objections in line with category of objection 3.3 Offer solutions to objections within scope of own responsibility and according to workplace procedures
4. Close sale	4.1 Monitor, identify and respond to customer buying signals 4.2 Select and apply method of closing sale to encourage customer purchase decision according to workplace procedures

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

SKILL	DESCRIPTION
Learning	<ul style="list-style-type: none"> Locates required source of information efficiently.
Numeracy	<ul style="list-style-type: none"> Uses mathematical operations, including addition, subtraction, multiplication, division and percentages, to calculate price and discounts.
Oral communication	<ul style="list-style-type: none"> Conveys positive and welcoming approach to customers Uses questioning techniques and listening skills to determine customer requirements.
Reading	<ul style="list-style-type: none"> Interprets product and service information in workplace and manufacturer literature.
Technology	<ul style="list-style-type: none"> Uses digital systems and tools.

Unit Mapping Information

Supersedes and is equivalent to AURSCA003 Apply sales procedures in an automotive workplace.

Links

Companion Volume Implementation Guide is found on VETNet -

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