Modification history

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| Release | Comments |
| Release 1 | This version released with FBP Food, Beverage and Pharmaceuticals Training Package version 2.0. |

| FBPCDS2005 | Sell cellar door products and services |
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| Application | This unit of competency describes the skills and knowledge required to sell wine and other products and services. It involves developing product knowledge, engaging with customers and using sales techniques to maximise sale opportunities.  The unit applies to individuals who work under general supervision to provide specialised industry knowledge to sell products and services to cellar door visitors.  When applied in the workplace, compliance with State and Territory legislative requirements relating to the Responsible Service of Alcohol (RSA) will be required.  All work must be carried out to comply with workplace procedures, in accordance with State/Territory work health and safety, and food safety regulations, legislation and standards that apply to the workplace. |
| Prerequisite Unit | Nil |
| Unit Sector | Cellar Door (CDS) |

| Elements | Performance Criteria |
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| Elements describe the essential outcomes. | Performance criteria describe the performance needed to demonstrate achievement of the element. |
| 1. Develop product and service knowledge | 1.1 Develop and maintain knowledge of the use, purpose and application of cellar door products and services by accessing relevant sources of information  1.2 Convey knowledge of products and services to customers and other team members  1.3 Research and apply comparisons between available products and services, including brand options, features and price  1.4 Develop knowledge of competitors’ product and service range and pricing structure  1.5 Consult experienced sales staff or research product information to increase workplace product and service knowledge |
| 2. Approach customer | 2.1 Determine and apply appropriate timing of customer approach according to cellar door policy and customer behaviour  2.2 Identify and apply effective sales approach applying knowledge of customer buying behaviour  2.3 Convey a positive impression to encourage customer interest |
| 3. Gather information | 3.1 Apply questioning techniques to determine customer buying motives  3.2 Use listening skills to determine customer requirements  3.3 Interpret and clarify non-verbal communication cues  3.4 Guide customers to a product range that matches their identified buying motives and requirements  3.5 Address customers according to workplace protocol and by name if known |
| 4. Sell benefits | 4.1 Match customer needs to appropriate products and services  4.2 Communicate knowledge of product or service features and benefits clearly to customers  4.3 Describe specific requirements relating to products or services to customers  4.4 Answer routine customer questions about products accurately and honestly  4.5 Refer customers to more experienced, senior sales staff or to appropriate product specialists according to workplace practices |
| 5. Overcome objections | 5.1 Identify and acknowledge customer objections  5.2 Categorise objections into price, time and product or service characteristics  5.3 Offer solutions or alternatives to customers  5.4 Apply problem solving to overcome customer objections with reference to senior staff as required |
| 6. Close sale | 6.1 Identify and monitor customer buying signals and respond to appropriately  6.2 Encourage customers to make purchase decisions in compliance with regulatory requirements  6.3 Select and apply the appropriate method of closing a sale |
| 7. Maximise sales opportunities | 7.1 Recognise and apply opportunities to ‘up sell’ or make additional sales  7.2 Advise customers of complementary products or services according to identified customer needs  7.3 Review personal sales outcomes and implement strategies to maximise future sales |

| Foundation Skills  This section describes those language, literacy, numeracy and employment skills that are essential for performance in this unit of competency but are not explicit in the performance criteria. | |
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| Skill | Description |
| Reading | * Access and interpret textual information from a range of sources to identify relevant and key information about cellar door products and services |
| Numeracy | * Calculate quantities and cost related to sales of cellar door products * Compare workplace and competitor prices for products and services |
| Learning | * Take steps to build and reflect on sales and product knowledge to enhance own role |
| Navigate the world of work | * Identify and follow workplace requirements associated with own role and area of responsibility |
| Interact with others | * Follow accepted practices and protocols and make adjustments to own style for communicating information to diverse groups of customers |
| Get the work done | * Identify information sources and sequence steps in routine sales activity related to own role or area of responsibility * Identify problems and implement a constructive approach to solutions and alternatives to meet customer needs * Identify situations where assistance or guidance is required for sale, providing a service to the customer or completing related work activities |

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| Unit Mapping Information | | | |
| Code and title current version | Code and title previous version | Comments | Equivalence status |
| FBPCDS2005 Sell cellar door products and services | FDFCD2005A Sell cellar door products and services | Updated to meet Standards for Training Packages  Minor revisions for clarity  Removal of prerequisites - FDFCD2003 Evaluate wines (standard), SIRXCCS2002 Interact with customers and SITHFAB002 Provide responsible service of alcohol - no longer required by industry | Equivalent unit |

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| Links | Companion Volumes, including Implementation Guides, are available at VETNet:  <https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=78b15323-cd38-483e-aad7-1159b570a5c4> |

| TITLE | Assessment requirements for FBPCDS2005 Sell cellar door products and services |
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| Performance Evidence | |
| An individual demonstrating competency must satisfy all of the elements and performance criteria in this unit.  There must be evidence that the individual has demonstrated the selling of cellar door products and services in at least two instances, including:   * accessing workplace information to identify products and services and selling requirements * developing and maintaining workplace product and service knowledge including knowledge of competitor products and services for comparison * determining customer needs and buying motives using effective communication: * questioning techniques * active listening skills * product tasting strategy * observation of customer behaviour or details * matching customer requirements to appropriate product or service * conveying product and service knowledge to customers * applying appropriate and effective sales approaches according to workplace policy and procedures, customer behaviour or buying signals * seeking information from product or service resources and assistance from colleagues and/or product specialists * closing sales and maximising sales opportunities. | |

| Knowledge Evidence |
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| An individual must be able to demonstrate the knowledge required to perform the tasks outlined in the elements and performance criteria of this unit. This includes knowledge of:   * key features of a range of products and services available from the sales outlet or workplace * key features of workplace customer service * promotional and brand objectives of workplace cellar door * information sources: * product lists * expertise of colleagues * promotional materials * features and characteristics of customer types and needs * selling techniques: * effective communication * sales approaches * identifying customer needs * features and benefits * identifying and overcoming objections * closing sales * maximising sales and add-on products and services * key regulatory requirements as they apply in the workplace in relation to serving or selling. |

| Assessment Conditions |
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| Assessment of skills must take place under the following conditions:   * physical conditions: * a workplace or an environment that accurately represents workplace conditions * resources, equipment and materials: * range of workplace products and relevant equipment * product and service information or technology for accessing information * specifications: * workplace procedures relating to selling cellar door products and services * relationships (internal and/or external): * external customers for sales opportunities and internal personnel for assistance.   Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards. |

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