

Accreditation : This Module is a Nationally Accredited Course
Title : **BSBPRO301A – RECOMMEND PRODUCTS AND SERVICES**
Field Of Study : **Product Skills and Advice**

What is this course all about?

This unit involves the skills and knowledge required to provide advice and information within an organization about the development and distribution of its products and services.

When you have finished this course you should be able to demonstrate your ability to:

Develop and maintain knowledge of products and services– BSBPRO301A/01

- ❑ Actively and regularly research knowledge and understanding of industry products and services using authoritative sources
- ❑ Use available product and service documentation to identify and understand characteristics of products and services, and to make comparisons with other products and services
- ❑ Accurately document and maintain information on products and services in a format consistent with organizational requirements
- ❑ Apply acquired knowledge to improve quality within personal work areas

Recommend products and services – BSBPRO301A/02

- ❑ Ensure that recommendations on products and services are in line with organizational requirements
- ❑ Provide recommendations that emphasise product and service issues relevant to client needs
- ❑ Ensure that evidence in support of recommendations is verifiable and presented in a suitable format
- ❑ Structure recommendations to identify clear benefits to clients and the organisation

Advise on promotional activities- BSBPRO301A/03

- ❑ Provide advice that is clear, is supported by verifiable evidence and is compatible with organizational requirements
- ❑ Ensure that promotional documentation and materials are appropriate to presentation of the organisation's products and services
- ❑ Ensure that costs of promotional activities conform to budget resources

- ❑ Estimate impact of promotional activities from verifiable customer feedback sources
- ❑ Evaluate the benefits of promotional activities and incorporate in plans for future promotional activities

Some examples of individuals that will benefit from these courses are: -

- ❑ Managers
- ❑ Supervisors
- ❑ Sales Team

You will have better skills & knowledge and familiarise yourself more in the following areas -

- ❑ Literacy skills to read and understand a variety of texts; to prepare general information and papers according to target audience; and to edit and proofread texts to ensure clarity of meaning, and accuracy of grammar and punctuation
- ❑ Technology skills to select and use technology appropriate to a task
- ❑ Communication skills to monitor and advise on customer service strategies
- ❑ Problem-solving skills to deal with customer enquiries or complaints
- ❑ Analytical skills to identify trends and positions of products and services
- ❑ Key provisions of relevant legislation from all levels of government that may affect aspects of business operations, such as:
 - Anti-discrimination legislation
 - Ethical principles
 - Codes of practice
 - Privacy laws
 - Occupational health and safety (OHS)
- ❑ Organisations products and services
- ❑ Organisational policies and procedures for customer service including handling customer complaints
- ❑ Product and service standards and best practice models
- ❑ Principles and techniques of public relations and product promotion
- ❑ Mechanisms to obtain and analyse customer feedback

What Recognition will you achieve?

Where a demonstrated competency has been achieved in accordance with the endorsed Australian Quality Training Framework (AQTF) standards, a Statement of Results can be issued for those competencies successfully completed in this course. These can be combined with additional competencies achieved later, and together may build towards the issuing of qualification, at Certificate II plus.

How will you be assessed?

Demonstration of competencies for this qualification is achieved via formal assessment. Participants complete a work related project/activities, which incorporates the range of competencies covered for each unit. At completion of each module these activities will be handed in to your trainer, assessed then returned with relevant comments to keep you informed with your progress.

Will you be eligible for subject exceptions?

The units can be completed through attendance at MTG training courses. You may have already attained some competencies covered in the units through previous training, work, or life experience. If you feel you can already demonstrate a competency, then you should apply for **Recognition of Current Competencies (RCC)**. An RCC application form can be found in the MTG trainee welcome kit where you can fill out and fax back to us on (03) 9482-6988 or simply visit our website on www.matrixtraininggroup.com/downloads.php in order to download this application.

What training materials and training aids will you have?

1. **Learner Guides:** - Matrix Training Group will supply each trainee with a module for each unit which contains must know information, learning activities and projects, which will keep you enthusiastically involved in the course. Upon completion of each module these activities will be handed in to the trainer, assessed then returned to trainees with relevant comments to keep you informed with your progress.
2. **Online Support:** - Your Trainer is always available through E-mail & Website support. Our website address is www.matrixtraininggroup.com
3. **Telephone Support:** - You may call your trainer during business hours for over the telephone support.