

Accreditation : This Module is a Nationally Accredited Course
Title : **BSBSLS301A –DEVELOP PRODUCT KNOWLEDGE**
Field Of Study : **Product knowledge**

What is this course all about?

This unit covers the development of product knowledge as preparation for the sales process.

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

Acquire knowledge of products in a specified area– BSBSLS301A/01

- ❑ Information sources about products in a specified area are identified and evaluated for reliability and validity
- ❑ Product purpose/s and use/s are identified
- ❑ Key features of the product are identified
- ❑ Product strengths and limitations are identified
- ❑ Guarantees and warranties are articulated and service support details identified

Convert product knowledge into benefits - BSBSLS 301A/02

- ❑ Features of the product which have potential buyer appeal are identified
- ❑ Features of the product which have buyer appeal are presented as *benefits*
- ❑ Product benefits are presented within the context of *organisational requirements* and legislation

Evaluate competitors' products - BSBSLS 301A/03

- ❑ A range of information sources is used to identify competitors' products
- ❑ Features of competitors' products to the buyer are identified
- ❑ Potential benefits of competitors' products are identified
- ❑ The strengths and weaknesses of competitors' products are established
- ❑ The relative standing of the organisation's product with the competitor product(s) is established

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

- ❑ Managers
- ❑ Supervisors
- ❑ Sales Staff

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.

