

Accreditation : This Module is a Nationally Accredited Course
Title : **SIRRRPK005A – ADVISE ON SEAFOOD PRODUCTS**
Field Of Study : **General Food Selling Stream- Product Knowledge**

What is this course all about?

This unit builds on unit WRRS1B Sell Products and Services. It involves the development of product knowledge and its application to provide advice to customers with regard to fresh, frozen and live seafood products. It may involve the application of product knowledge in defined areas of food retailing or a more general category according to store requirements.

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

Develop product knowledge – SIRRRPK005A/01

- ❑ Product knowledge developed by accessing relevant sources of information.
- ❑ Comparisons between products researched and applied.

Identify seafood products – SIRRRPK005A/02

- ❑ Store seafood product range accurately identified according to product information.
- ❑ Seasonal availability identified according to store information.

Recommend seafood products – SIRRRPK005A/03

- ❑ Seafood products and services evaluated according to customer requirements.
- ❑ Features and benefits of seafood products discussed with customer to create a buying environment.
- ❑ Complementary products, specials, new lines, seasonal promotions recommended to customers in line with store policy.
- ❑ Advice on seafood products provided for customers on request.
- ❑ Customer offered alternative product/service or advice when requested item is not available.

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

- ❑ Managers /Supervisors / Team leaders
- ❑ Sales / Customer Services Staff / Operations Staff

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

Competency in this unit requires evidence that, you the candidate: -

- ❑ Consistently applies store policies and procedures which comply with consumer law and legislative requirements regarding the sale of seafood products.
- ❑ Consistently applies product knowledge to advise on and sell seafood products and services;
- ❑ Consistently applies store policies and procedures and industry codes of practice in regard to customer service and selling products and services;
- ❑ Consistently develops, maintains and conveys product knowledge to other staff as required;
- ❑ Consistently applies detailed and specialised product knowledge to provide accurate advice according to the needs of the customer;

- ❑ Store policies and procedures, in regard to:
 - ❑ the store food safety plan;
 - ❑ the sale of seafood products;
 - ❑ quality policy to customers and suppliers, including product, service, cleanliness and presentation;
 - ❑ allocated duties and responsibilities;
 - ❑ stock availability;
 - ❑ ordering procedures;
 - ❑ Current retail seafood products and services available to customers;
 - ❑ Specialist product knowledge including;
 - ❑ specialised products and services;
 - ❑ corresponding benefits, features and use of various species and products;
 - ❑ shelf life, use-by date, storage requirements;
 - ❑ ingredients contained in product, including basic dietary and nutritional aspects and food additives;
 - ❑ flavour of various species and types of seafood;
 - ❑ uses, preparation methods, cooking tips for various species and types of seafood;
 - ❑ basic production/harvesting methods;
 - ❑ corresponding or complementary products and services;
 - ❑ stock availability;

- ❑ seasonal availability;
- ❑ ordering procedures;
- ❑ Store/industry manuals and documentation (paper based or computerised)
- ❑ Procedures for taking customer orders
- ❑ Buying and ordering procedures;

- ❑ Skills in:
 - ❑ Ability to interpret store/industry manuals and documentation (paper based or computerised);
 - ❑ Interpersonal communication skills
 - ❑ reading and understanding product information
 - ❑ reading and understanding store policies and procedures.
 - ❑ researching product information
 - ❑ pricing, estimation and weighing of quantities

You will have better knowledge and familiarise yourself more in relevant legislation, codes, regulations and standards which include:

- ❑ Relevant occupational health and safety legislation/regulations/codes of practice
- ❑ Trade Practices and Fair Trading Acts;
- ❑ Relevant industry codes of practice
- ❑ pricing procedures including Goods and Services Tax (GST) requirements;
- ❑ manual handling;
- ❑ industry codes of practice;
- ❑ food safety regulations;
- ❑ health and hygiene
- ❑ transport, storage and handling of goods

What Recognition will you achieve?

Where demonstrated competencies have 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. A certificate will be issued upon successful completion of this module.

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.

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.