

**Accreditation** : This Module is a Nationally Accredited Course  
**Title** : **SIRXSL004A – BUILD RELATIONSHIPS WITH CUSTOMERS**  
**Field Of Study** : **SALES**

### What is this course all about?

This unit involves the use of advanced sales techniques in building relationships with customers and interacting with customers, applying expert product knowledge as it relates to the customer, dealing with difficult customers, establishing and maintaining a customer database, and conducting sales presentations.

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

#### Establish rapport with customers – SIRXSL004A/01

- ❑ Rapport/relationship with customer established and a genuine interest in customer needs/requirements expressed to enhance customer commitment, trust and credibility of store and to build return customer base.
- ❑ Professional ethics maintained with the customer to promote store image and credibility.
- ❑ Customer needs and preferences accurately clarified to maximise sales opportunities.
- ❑ Sales opportunities maximised by use of add on and complementary sales techniques.
- ❑ Customer given space and time to evaluate purchase decision, while time is used to maximum advantage for customer and store.
- ❑ Effective methods of closing sales demonstrated.

#### Apply expert knowledge – SIRXSL004A/02

- ❑ Customer provided with accurate information regarding product and service appraisals, correct statements and warranties according to legal requirements.
- ❑ Detailed knowledge of supplier and/or manufacturer information provided according to customer needs and within guidelines of commercial confidentiality.
- ❑ Product/stock range evaluated, features and benefits of products/services accurately demonstrated where appropriate and recommendations made to the customer to maximise sales potential.
- ❑ Customer interest in product/service maximised through price negotiation where applicable and payment/credit options offered according to store policy.

- ❑ Prices and/or discounts accurately calculated according to pricing determinants and store policy.

#### Provide post-sales support – SIRXSL004A/03

- ❑ Evidence of ongoing support accurately provided as sale is concluded.
- ❑ Up service accurately explained and customer reassured according to legal requirements and store policy.
- ❑ Customer provided with store/salesperson's contact details to provide line of contact and customer followed up according to store policy.
- ❑ Customer and/or transaction details accurately entered to customer database.

#### Provide post-sales support – SIRXSL004A/04

- ❑ Presentation planned to complement product characteristics.
- ❑ Client group selected according to product characteristics and store merchandising policy.
- ❑ Promotional materials accessed where required and distributed to client group.
- ❑ Range of products/services selected and prepared for presentation to reflect store image, demographics and merchandising plan.

#### Implement sales presentation – SIRXSL004A/05

- ❑ Numbers of support staff, where required, sufficient and adequately briefed for presentation.
- ❑ Communication skills applied to effectively create interest, focus attention, encourage customer interaction with individuals and/or groups.
- ❑ Products/services demonstrated to create a buying environment.
- ❑ Results of sales presentation measured according to predetermined criteria, overall performance reviewed, and results applied to future sales presentations according to store sales policy.

#### Maintain and utilise a customer database – SIRXSL004A/06

- ❑ Customer confidentiality maintained as required by store policy and legal requirements.
- ❑ Customer records accurately developed, regularly maintained and securely stored according to store policies and procedures.
- ❑ Regular customers accurately identified and followed up according to store marketing policy.
- ❑ Customer records accurately utilised to advise customers on products and services of possible interest.
- ❑ Customer clubs and reward schemes implemented where required according to store

promotional activities.

### Deal with difficult customers – SIRXSLS004A/07

- ❑ Customer complaints/problems acknowledged and customer supported reassuringly to produce positive outcome.
- ❑ Customer encouraged to verbalise issue and active listening used to minimise customer frustration.
- ❑ Customer's confidence in the sales assistant and product/service developed to promote long-term commitment and trust to store.
- ❑ Mutually acceptable resolution of complaint established.

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

- ❑ Managers /Supervisors / Team leaders
- ❑ Sales / Customer Services / 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, in regard to selling products and services, dealing with customers, planning and implementing sales presentations and providing after sales support.
- ❑ Consistently applies industry codes of practice, relevant legislation and statutory requirements in regard to selling products and services.
- ❑ Consistently develops customer commitment to store and builds return customer base by establishing rapport/relationship with customer, maintaining professional ethics, and accurately discerning customer buying motives and customer needs/requirements.
- ❑ Consistently maximises sales opportunities by using effective selling techniques, applying detailed product knowledge and using an appropriate sales approach to sell the benefits of products, overcome objections and close sales.
- ❑ Consistently and accurately applies detailed knowledge of manufacturers'/suppliers' supply, back up service and warranty information to enhance customer support.
- ❑ Consistently uses effective questioning, listening and observation skills to accurately determine customer requirements.
- ❑ Consistently and effectively plans, prepares and conducts sales presentations and briefs support staff where required, to create a buying environment and maximise sales performance.
- ❑ Consistently evaluates personal and or team sales performance to maximise future sales.
- ❑ Consistently and accurately establishes, records and maintains customer records/details, maintains customer confidentiality, ensures secure storage and uses customer records to maximise customer interest and create a buying atmosphere.

- ❑ Consistently resolves customer complaints by acknowledging problems and supporting customer to produce positive outcomes and obtain mutually acceptable complaint resolution.
- ❑ Store policies and procedures, in regard to:
  - selling products and services;
  - maintaining and utilising client records
  - promotional, marketing, discounting and reward programs;
  - dealing with difficult customers;
- ❑ Sales techniques will include;
  - add on, complementary products/services;
  - selling up or down
  - suggestive selling;
  - variety of methods of closing sales;
- ❑ Skills in:-
  - Selling techniques:
  - opening and closing techniques;
  - buying signals;
  - strategies to focus customer on specific merchandise.
  - add ons and complimentary sales.
  - overcoming customer objections.
  - Presentation skills.
  - Conflict resolution.
  - Interpersonal communication.
  - Accessing relevant product information

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

- ❑ Trade Practices Act
- ❑ environmental protection legislation;
- ❑ occupational health and safety requirements
- ❑ transport, storage and handling of goods;
- ❑ pricing procedures including Goods and Services Tax (GST) requirements;
- ❑ privacy laws;
- ❑ liquor laws;
- ❑ tobacco laws;
- ❑ sale of second hand goods;
- ❑ health and welfare law specific to local government, state and federal legislation

### 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](http://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](http://www.matrixtraininggroup.com)
3. **Telephone Support:** - You may call your trainer during business hours for over the telephone support.