

**Accreditation** : This Module is a Nationally Accredited Course

**Title** : **WRRSS8B – RECOMMEND CAMERAS, PHOTOGRAPHIC EQUIPMENT & SERVICES**

**Field Of Study** : **SALES & CUSTOMER SERVICE**

### What is this course all about?

This unit builds on unit WRRS2B Advise on products and services. It involves the application of manufacturer's product information and the basic principles of photography to provide advice to customers and other sales staff, with regard to the design features, technical characteristics, warranties, and prices of cameras, and miscellaneous photographic equipment and supplies. It also includes the provision of information on store camera and photographic services and repairs.

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

#### Research store camera and photographic product range - WRRSS8B/01

- ❑ Product knowledge developed by accessing relevant sources of information.
- ❑ Products correctly identified according to relevant product information.
- ❑ Knowledge and application of manufacturer's technical information developed.
- ❑ Operation of store products accurately demonstrated according to store policy.
- ❑ Film loading and unloading techniques for camera product range accurately demonstrated.

#### Recommend cameras and photographic equipment - WRRSS8B/02

- ❑ Customers needs accurately identified.
- ❑ Technical features and benefits from manufacturer's specifications accurately conveyed to customers to assist buying decisions according to legislative requirements.
- ❑ Operation of camera/photographic equipment demonstrated or explained to customers in a systematic manner as required creating a buying environment.

### Advise on product warranties - WRRSS8B/03

- ❑ Comparisons between product/manufacture's warranties clearly explained to customers.
- ❑ Individual product warranty terms and conditions confirmed by accessing relevant sources of information and accurately conveyed to customers.
- ❑ Customer provided with written information regarding individual product warranty terms and conditions, especially extended or promotional warranties according to store policies and procedures

### Negotiate price and payment options - WRRSS8B/04

- ❑ Store recommended retail pricing for various brand options accurately conveyed to customers according to legislative requirements.
- ❑ Individual product prices negotiated where necessary according to store policy to achieve a sale.
- ❑ Store payment options accurately conveyed to customers and a preferred option negotiated following store procedures.

### Advise on and arrange photographic services and repairs - WRRSS8B/05

- ❑ Customer advised on store range of photographic services according to store policy and procedures.
- ❑ Customer questioned to determine nature of problem.
- ❑ Problem diagnosed in terms of operator/camera/ processing faults by accessing manufacturer's or film processor information.
- ❑ Solutions offered according to nature of problem, available product/processing information, and store policy.
- ❑ Price and timelines for basic service/repairs identified and quoted to customer where applicable.
- ❑ Customer details identified and accurately transcribed to repair forms according to store procedures and legal requirements.
- ❑ Item for repair labeled and securely stored according to store policy.
- ❑ Customer notified without undue delay on arrival/completion of service/repair.

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

- ❑ Managers
- ❑ Supervisors
- ❑ Team leaders
- ❑ Sales and/or Customer Service Staff
- ❑ Administration
- ❑ Designated technical Staff

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

- ❑ Continually updates and applies product knowledge to provide comprehensive advice to customers and staff, including technical information and basic principles of light/photography and film exposure, type and speed.
- ❑ Consistently applies store policies and procedures and industry codes of practice in regard to sales/customer service procedures.
- ❑ Advises customers and informs sales team members of quality, design features, benefits and operation/performance characteristics of store range of cameras and photographic equipment and supplies.
- ❑ Advises on stock availability and warranties and price/payment options.
- ❑ Applies problem-solving strategies to assist customers with operator/camera/processing faults.
- ❑ Advises on, negotiates and arranges camera and photographic equipment product services and repairs in accordance with store policy and procedures.
- ❑ Store policies and procedures.
- ❑ Sales/customer service.
- ❑ Methods of dealing with special needs/requests of customers.
- ❑ Customer complaints.
- ❑ Manufacturers technical information, including application of light principles
- ❑ Camera and photographic equipment accessories, including film, lenses and lens systems, filters, batteries, lighting equipment and photo processing supplies
- ❑ Advanced Photo Systems (APS), including large, medium and small film format.
- ❑ Store camera, film processing and repair services

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

- ❑ Consumer law;
- ❑ Relevant occupational health and safety legislation/regulations/codes of practice;
- ❑ Environmental protection;
- ❑ Waste disposal;
- ❑ Pricing procedures including Goods and Services Tax (GST) requirements
- ❑ Sale of second hand goods
- ❑ Industry codes of practice;
- ❑ Trade Practices and Fair Trading Acts
- ❑ Hazardous substances and dangerous goods
- ❑ Relevant legislation and statutory requirements

### What Recognition will you achieve?

Where demonstrated competencies 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. 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) 9854-6124 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.