

Description

This qualification provides the skills and knowledge for an individual to be competent in the first line management skills of those working in the retail and/or wholesale industries. It applies to those who are managing a small retail outlet, a section or department within a larger retail store, a small wholesale outlet, or a section or department within a larger wholesale business. This qualification is suitable for an Australian Apprenticeship pathway.

Job Roles

Individuals with this qualification are able to perform roles, such as:

- Managing a small to medium retail store group or franchise outlet
- Managing an independent retail store
- Managing a wholesale outlet
- Departmental/section management in a retail or wholesale business
- Functional management roles, such as merchandise management
- Management of an inside or outside sales team in a wholesale business

Possible job titles include:

- Store Manager
- Department Manager
- Merchandise Manager
- Sales Manager
- Customer Service Manager
- Shift Manager

Entry Requirements

There are two alternative pathways for entry into the Certificate IV in Retail Management. The candidate must either:

1. Be recognised as competent, through a recognised training program or recognition process, against the following units of competency:

- SIRXIND001A Work effectively in a retail environment
- SIRXCOM001A Communicate in the workplace

plus the following units of competency from either Certificate III in Retail or Certificate III in Wholesale. These units are:
Certificate III in Retail

- SIRXCCS003A Coordinate interaction with customers
- SIRXOHS002A Maintain store safety
- SIRXRSK002A Maintain store security
- SIRXSLS004A Build relationships with customers

Or

Certificate III in Wholesale

- SIRWLS003A Optimise customer and territory coverage
- SIRXCCS006A Maintain business to business relationships
- SIRXSLS004A Build relationships with customers

OR

2. Have sufficient relevant wholesale or retail employment experience. A current or previous job role that involves or has involved the application of the above competencies, would be a satisfactory indicator for entry. A determination need not involve a formal process of measuring, evaluating or recording performance against the units of competency.

Examples of evidence to support a determination could include:

- job descriptions and references from current or past employers
- an entry interview to determine what competencies have been applied in the wholesale or retail environment in a paid or voluntary capacity

Employability Skills

The following table contains a summary of the employability skills for this qualification. This table should be interpreted in conjunction with the detailed requirements of each unit of competency packaged in this qualification. The outcomes described here are broad industry requirements that may vary depending on the packaging options

Communication	Negotiate effectively with team members and other managers on business values, directions and day-to-day operational matters. Read, analyse and communicate workplace information to team members and other managers. Write reports and complete business documentation in the context of the job role.
Teamwork	Lead a retail or wholesale business team; mentoring and supporting team members in the context of a retail supervision or management role. Effectively participate in wider retail business supervisory/management teams; working independently to complete own tasks and also supporting other team members where appropriate.
Problem solving	Implement customer service strategies anticipating problems and acting to mitigate where possible. Solve a range of operational retail or wholesale operational business problems; individually or in the context of a wider team management structure. Clarify issues and apply existing policies and infrastructure to source information and resources and develop practical and sustainable solutions.
Initiative and enterprise	Create an operational business team customer service and continuous improvement environment across all performance areas. Provide positive feedback, encourage team to do things better and be personally receptive to team members ideas. Translate ideas into action by positively accepting and initiating changes in procedures or arrangements at the business level.
Planning and organising	Establish and communicate clear goals and deliverables for self and team members within the context of organisation objectives and the current business situation; and coordinate resources to ensure that work is carried out according to timelines and priorities. Coordinate and or implement changes arising from continuous improvement processes.
Self management	Understand how own personal job role fits into the context of the wider business values and directions. Work within the retail or wholesale business culture by practising inclusive behaviour, effective management of personal presentation, hygiene, and time; and efficiently prioritise and complete delegated tasks. Maintain own knowledge of the job role, review own performance and actively seek and act upon advice and guidance.
Learning	Identify personal strengths and weaknesses in the context of the job role and recognise how to personally learn best at work. Seek opportunities for formal education in the context of a current role or future retail job opportunities. Accept opportunities to learn new ways of doing things and share knowledge and skills with other business managers and team members.
Technology	Adapt to new business related technology skill requirements and select and use retail or other information and communications technology where relevant, to support business operations and planning in the context of key business performance objectives and personal job role.

This table is a summary of employability skills that are typical of this qualification and should not be interpreted as definitive.

Qualification Rules

10	Total number of units
3	Core units
7	Elective units

A minimum of 4 elective units must be selected from the Elective Units listed below. A maximum of 3 elective units may be selected from another endorsed Training Package. These must be units which are packaged within a Certificate IV or Diploma qualification in the parent Training Package. Elective units must be additional to those already counted towards a lower level qualification within this Training Package. In all cases selection of electives must be guided by the job outcome, local industry requirements and the characteristics of this qualification (as per the AQF descriptors).

Core Units

Merchandising
SIRXMER004A Manage merchandise and store presentation

Occupational Health & Safety
SIRXOHS003A Provide a safe working environment

Management and Leadership
SIRXMGT003A Lead and manage people

Elective Units

Cleaning and Maintenance

SIRXCLM002A Manage store facilities

Management and Leadership

BSBCMN407A Coordinate business resources
BSBFLM406B Implement workplace information system

Client and Customer Service

BSBCMN410A Coordinate implementation of customer service strategies
SIRXCCS004A Develop business to business relationships

BSBFLM505B Manage operational plan
BSBSBM404A Undertake business planning

Communication and Teamwork

BSBCMN405A Analyse and present research information

Marketing and Public Relations

BSBMKG403A Analyse market data
BSBMKG404A Forecast market and business needs
SIRXMPR001A Profile a retail market
SIRXMPR004A Market products
SIRXMPR005A Seize a business opportunity

Computer Operations and ICT Management

BSBCMN406A Maintain business technology
SIRXICT004A Adopt mobile commerce applications to improve sales and service

Merchandising

CUVDES01A Apply colour theory in response to a brief
SIRXMER003A Monitor instore visual merchandising display
SIRXMER006A Present products
SIRXMER007A Demonstrate merchandising and category presentation skills

Finance

BSBADM308A Process payroll
SIRXFIN004A Manage financial resources

Human Resources Management

SIRXHRM001A Administer human resources policy
SIRXHRM002A Recruit and select personnel
TAAASS301A Contribute to assessment
TAAASS401A Plan and organise assessment
TAADEL402A Facilitate group-based learning
TAADEL404A Facilitate work-based learning

Quality and Innovation

BSBFLM409B Implement continuous improvement
SIRXQUA002A Lead a team to foster innovation
SIRXQUA003A Create an innovative work environment
SIRXQUA004A Set up systems that support innovation
SIRXQUA005A Maintain operational quality and productivity

Inventory

BSBPUR401A Plan purchasing
BSBPUR402A Negotiate contracts
BSBPUR403A Conduct international purchasing
SIRXINV003A Plan inventory levels
SIRXINV004A Buy merchandise
SIRXINV005A Control inventory

Risk Management and Security

SIRXRSK004A Control store security

Product Management

SIRXPRO001A Maximise sales of branded products
SIRXPRO002A Implement product recalls

Sales

SIRXSLS005A Manage sales and service delivery
SIRXSLS006A Lead a sales team
SIRXSLS007A Train sales team members

Working in Industry

BSBCMN402A Develop work priorities

Unit Descriptions

Core Units

Merchandising
SIRXMERO04A Manage merchandise and store presentation

This unit describes the performance outcomes, skills and knowledge required to manage merchandise and store presentation. This unit requires the team member to apply knowledge of store merchandising to plan and manage store advertising and promotions, manage store pricing policies and housekeeping. It includes interpretation of and compliance with store layout and visual merchandising policies, developing and implementing procedures to manage merchandise pricing, and managing all aspects of store housekeeping, including contingency procedures. This role applies to frontline retail managers.

Management and Leadership
SIRXMGT003A Lead and manage people

This unit describes the performance outcomes, skills and knowledge required to lead and manage teams. This unit involves developing and communicating team objectives, developing and improving teams, delegating responsibility, consultation and actively supporting team members to achieve goals and store plans and targets.

Occupational Health & Safety
SIRXOHS003A Provide a safe working environment
This unit describes the performance outcomes, skills and knowledge required to develop and implement policies and procedures relating to OHS issues. It is based on the National Occupational Health and Safety Commission (NOHSC) guidelines. This unit involves consulting with staff, assessing and controlling risks, establishing and maintaining record systems and evaluating policies and procedures. Senior management personnel are responsible for this function.

Elective Units

Cleaning and Maintenance
SIRXCLM002A Manage store facilities

This unit describes the performance outcomes, skills and knowledge required to manage store facilities in a retail environment. It involves the management of the store maintenance and housekeeping program, negotiating and monitoring maintenance contracts and identifying and locating facilities requirements. This unit requires the team member to apply store policies and relevant legislation to the planning, coordination and implementation of activities associated with monitoring and maintaining premises, fittings, fixtures and equipment in a retail environment. Those with some managerial responsibility undertake this role.

Client and Customer Service
BSBCMN410A Coordinate implementation of customer service strategies

This unit covers the skills and knowledge required to advise on, and carry out customer service strategies, and evaluate customer strategies on the basis of feedback and design strategies for improvement. This unit is related to BSBCMN310A Deliver and monitor a service to customers

SIRXCCS004A Develop business to business relationships
This unit describes the performance outcomes, skills and knowledge required to enhance business relationships that will deliver wholesale businesses outcomes. This unit reinforces ways to work with business customers to develop sustainable and beneficial business relationships, including recognising positive opportunities for other businesses, analysing competitors activities, implementing systems and strategies that support business partnerships, and integrating business relationships with business and strategic goals.

Communication and Teamwork
BSBCMN405A Analyse and present research information

This unit covers the skills and knowledge required to gather, organize and present workplace information using available systems. This unit is related to BSBCMN305A Organise workplace information and BSBCMN306A Produce business documents.

Computer Operations and ICT Management
BSBCMN406A Maintain business technology

This unit covers the skills and knowledge required to maintain the effectiveness of business technology in the workplace. It includes activities such as the maintenance of existing technology and the planning of future technology requirements. This unit is related to BSBCMN307A Maintain business resources. Consider co-assessment with BSBCMN407A Coordinate business resources.

SIRXICT004A Adopt mobile commerce applications to improve sales and service

This unit describes the performance outcomes, skills and knowledge required to identify new approaches for the use of mobile commerce applications and associated processes to enable more efficient models of retail sales and service. This unit requires the team member to perform accurate investigative research and balanced evaluation of mobile commerce applications and technologies to advocate for and assist in implementation of mobile applications and approaches that advance business strengths and competitive advantage according to store policy and relevant legislative requirements. Specialised staff perform this function.

Finance
BSBADM308A Process payroll

This unit covers processing of payroll from provided data in manual or computerised payroll systems. This unit is related to BSBADM505A Manage payroll.

SIRXFIN004A Manage financial resources

This unit describes the performance outcomes, skills and knowledge required to develop and implement financial control systems. It involves controlling cost and budget, maintaining store accounting systems and developing and negotiating budget allocations. This unit requires those with managerial responsibility to maintain accurate accounting systems to successfully negotiate, develop and implement store budgets, and analyse and report on income and expenditure against budget targets according to store policy and procedures.

Human Resources Management
SIRXHRM001A Administer human resources policy

This unit describes the performance outcomes, skills and knowledge required to plan and manage human resources. This unit involves implementing staffing levels, monitoring staff performance, identifying and minimising potential industrial relations problems and developing and implementing training plans.

SIRXHRM002A Recruit and select personnel

This unit describes the performance outcomes, skills and knowledge required to recruit and select personnel. This unit involves defining future personnel requirements, determining job specifications, evaluating and selecting applicants, and recruiting staff. Staff with managerial responsibilities perform this function.

TAAASS301A Contribute to assessment
This unit specifies the competence required to contribute to the assessment process. This unit addresses the competence of assisting in the assessment process by collecting evidence to support a candidate's demonstration of competence. It involves the collection, examination, documentation and presentation of quality evidence which contributes to the assessment decision against the relevant competency standard.

TAAASS401A Plan and organise assessment
This unit specifies the competence required to plan and organise the assessment process in a competency-based assessment system. This unit addresses the competence of planning the assessment process and making the organisational arrangements which enable assessment to occur. It is applicable in both a learning and assessment pathway and an assessment only pathway.

TAADEL402A Facilitate group-based learning
This unit specifies the competency required to facilitate learning by individuals within a group. The competency of delivering training and facilitating learning to a group involves preparing, guiding supporting and managing learners using a range of delivery methods, knowledge, skills and behaviours that enhance learning.

TAADEL404A Facilitate work-based learning
This unit specifies the outcomes required to use work effectively as a learning process. Learning through work is an ongoing and everyday reality of being in work. However, the effectiveness of that learning can be shaped by interventions and actions that modify, direct and provide support to the workplace learner. This guided learning ensures a planned approach to learning through work activities, effective strategies to support the learning and appropriate monitoring and safeguards.

Inventory
BSBPUR401A Plan purchasing
This unit specifies the outcomes required to prepare invitations to offer, identify suppliers, issue invitations to offer, and prepare purchase recommendations. This unit covers preparation for more complex purchasing agreements up to and including the point at which the organisation selects, without prejudice, a supplier. This is done with strict adherence to legal requirements and the organisation's purchasing strategies, and traditionally by a purchasing officer. Processes beyond this point are covered by **BSBPUR402A** Negotiate contracts. The purchasing role addressed in this unit is of a more complex nature than that specified in **BSBPUR301A** Purchase goods and services, and involves significant risk and/or significant expenditure and detailed legal and documentation arrangements.

BSBPUR402A Negotiate contracts
This unit specifies the outcomes required to negotiate terms of contracts with suppliers, and prepare and finalise contracts. This unit covers the negotiation and formalising of more complex purchasing arrangements than those outlined in **BSBPUR401A** Plan purchasing. This unit is for people who do not necessarily have legal qualifications, and who negotiate contracts as part of a broader role which is traditionally that of purchasing officer. The purchasing role addressed in this unit is of a more complex nature than that specified in **BSBPUR301A** Purchase goods and services, and involves significant risk and/or significant expenditure and detailed legal and documentation arrangements.

BSBPUR403A Conduct international purchasing
This unit specifies the outcomes required to conduct international purchasing and covers the sourcing of potential suppliers, inviting offers, evaluating the offers received, preparing recommendations and contracting the successful supplier. It also covers arranging importation of the goods, including satisfying regulatory requirements, arranging required payments and ensuring all contractual obligations are met. This unit covers the application of skills and knowledge involved in conducting international purchasing of specified goods within workplace policies and procedures and regulatory frameworks. The role will be carried out under

minimal supervision with the support and assistance of a more senior person within the organisation.

SIRXINV003A Plan inventory levels
This unit describes the performance outcomes, skills and knowledge required to plan and control inventory levels for a business. This unit requires the team member to plan and implement inventory control systems to meet current and forecasted operational and customer demand, and to monitor inventory control systems for improvement.

SIRXINV004A Buy merchandise
This unit describes the performance outcomes, skills and knowledge required to buy merchandise in a retail environment. It involves analysing the market, planning the product range, establishing supplier relationships, negotiating supply of goods, introducing the product range, maximising profit and rationalising stock. This unit requires the consistent application of store policy and legislative requirements in regard to market analysis, planning merchandise and service ranges, procurement and rationalization of stock, maintenance of supplier relations, quality control and staff merchandise training. The team member is required to recognise known and unknown loss and how it affects buying and ordering patterns, and to interpret and apply market trends to the store situation to create opportunities to improve sales and service while maximising profits.

SIRXINV005A Control inventory
This unit describes the performance outcomes, skills and knowledge required to control inventory in a retail environment. It involves managing receipt, dispatch and storage of merchandise, and managing stock control. This unit requires the team member to operate at a supervisory level to plan, coordinate and implement activities associated with the receipt, dispatch, storage and movement of merchandise, including observing maintenance procedures for storage areas and equipment according to store policy and procedures and relevant legislation.

Management and Leadership
BSBCMN407A Coordinate business resources
This unit covers the skills and knowledge required to determine and analyse existing and required resources, their effective application and the accountability for their use. This unit is related to **BSBCMN307A** Maintain business resources. Consider co-assessment with **BSBCMN406A** Maintain business technology.

BSBFLM406B Implement workplace information system
This unit specifies the outcomes required to implement the workplace information system. It involves the identification, acquisition, initial analysis and use of appropriate information which plays a significant part in the organisation's effectiveness. This unit replaces **BSBFML406A** Implement workplace information system. Frontline managers, in identifying, acquiring, analysing and using appropriate information, play a significant role in contributing to the organisation's effectiveness. At this level, work will normally be carried out within routine and non-routine methods and procedures which require planning and evaluation, leadership and guidance of others, and some discretion and judgement. This unit builds on **BSBFLM306B** Provide workplace information and resourcing plans. Consider co-assessment with **BSBFLM405B** Implement operational plan, **BSBFLM409B** Implement continuous improvement, **BSBFLM412A** Promote team effectiveness, **BSBCMN410A** Coordinate implementation of customer service strategies and **BSBCMN411A** Monitor a safe workplace. This unit is related to **BSBFLM506B** Manage workplace information systems.

BSBFLM505B Manage operational plan
This unit specifies the outcomes required to develop and monitor the implementation of the operational plan to provide efficient and effective workplace practices within the organisation's productivity and profitability plans. Management at a strategic level requires systems and procedures to be developed and implemented to facilitate the organisation's operational plan. This unit replaces BSBFLM505A Manage operational plan. Frontline managers have a key role managing individuals within work teams/groups. They play an important part in managing the performance of people who report to them directly. At this level, work will normally be carried out within complex and diverse methods and procedures which require the exercise of considerable discretion and judgement, using a range of problem solving and decision making strategies. This unit builds on BSBFLM405B Implement operational plan. Consider co-assessment with BSBFLM503B Manage effective workplace relationships, BSBFLM506B Manage workplace information systems, BSBMGT505A Ensure a safe workplace, BSBFLM509B Facilitate continuous improvement and BSBFLM512A Ensure team effectiveness.

BSBSBM404A Undertake business planning
This unit covers the research and development of an integrated business plan for achieving business goals and objectives. It is suitable for setting up or existing micro and small businesses or a department in a larger organisation. This unit is related to BSBSBM301 Research business opportunities. Consider co-assessment with BSBSBM401 Establish business and legal requirements, BSBSBM402 Undertake financial planning and BSBSBM403 Promote the business.

Marketing and Public Relations
BSBMKG403A Analyse market data
This unit covers analysis of market data to assist in targeting marketing activities and drawing up a marketing plan. This unit is related to BSBMKG301A Research the market. Consider co-assessment with BSBMKG401A Profile the market, BSBMKG402A Analyse consumer behaviour for specific markets, and BSBMKG404A Forecast market and business needs.

BSBMKG404A Forecast market and business needs
This unit covers the gathering of market intelligence to forecast market and business needs. This unit is related to BSBMKG303A Draft an elementary marketing audit report. Consider co-assessment with BSBMKG401A Profile the market, BSBMKG402A Analyse consumer behaviour for specific markets, and BSBMKG403A Analyse market data. BSBMKG403A Analyse market data BSBMKG402A Analyse consumer behaviour for specific markets BSBMKG401A Profile the market

SIRXMPR001A Profile a retail market
This unit describes the performance outcomes, skills and knowledge required to profile a retail market. This unit involves reviewing the image of the store, researching market demands, profiling store customers and implementing methods to attract customers to the store.

SIRXMPR004A Market products
This unit describes the performance outcomes, skills and knowledge required to market concepts, products or services to penetrate a market segment targeted by a wholesale business. This unit involves establishing the requirements of the customer then developing, implementing and evaluating appropriate marketing strategies.

SIRXMPR005A Seize a business opportunity
This unit describes the performance outcomes, skills and knowledge required to identify, evaluate and initiate the realisation of a business opportunity. This unit involves thorough business analysis of the factors influencing the products or services offered by the business, identifying and evaluating business opportunities, and seizing viable business opportunity.

Merchandising
CUVDES01A Apply colour theory in response to a brief

This unit describes the skills and knowledge required to explore and apply colour theory in response to a brief. This is a core unit in design fundamentals and as such underpins many other specialisation units. People working in many industries require the skills and knowledge in this unit, and the unit is written to allow for contextualisation to a particular industry context.

SIRXMER003A Monitor instore visual merchandising display
This unit describes the performance outcomes, skills and knowledge required to interpret a visual merchandising plan and the monitor the display to ensure it meets the requirements of the plan and the organisation's visual merchandising standards. This unit requires the team member to apply knowledge of store merchandising to interpret organisation visual merchandising plans and manuals and to monitor in-store displays to ensure that they reflect and maintain current organisation visual merchandising directions. This can involve the application of fundamental design principles, making decisions with regard to merchandise for display and ensuring that displays contribute to the visual merchandising standards of the organisation and that they are constructed and located to ensure customer and staff safety. This unit may apply to frontline visual merchandising team members and other staff.

SIRXMER006A Present products
This unit describes the performance outcomes, skills and knowledge required to present a variety of products in retail, exhibition and photo styling settings. This unit requires the team member to apply visual display knowledge, safely maintain and use a simple tool kit, and access and organise relevant materials and equipment to produce a range of displays and product presentations. This role may apply to frontline visual merchandising and sales team members.

SIRXMER007A Demonstrate merchandising and category presentation skills
This unit describes the performance outcomes, skills and knowledge required to merchandise and present a wide variety of product categories in a range of presentation sites. This unit requires the team member to produce comprehensive working plans and safely build a range of displays selecting styles and composition that best promote the merchandise category. It involves the application design, planning and construction skills and knowledge in retail settings to accepted OHS standards. This unit may apply to frontline visual merchandise team members or managers.

Product Management
SIRXPRO001A Maximise sales of branded products
This unit describes the performance outcomes, skills and knowledge required to ensure a retail or wholesale business maximises sales of branded products using traditional or electronic sales and distribution mechanisms. This unit focuses on setting sales objectives, developing promotional strategies, monitoring sales and ensuring outcomes are achieved.

SIRXPRO002A Implement product recalls
This unit describes the performance outcomes, skills and knowledge required to initiate and implement product recalls for a retail or wholesale business in compliance with legislative obligations and according to risk management principles. This unit involves receiving and interpreting customer complaints, assessing and communicating risk-related information to supervisors, staff, external stakeholders and business customers, and managing the recall process for a worksite or recall activity according to company policy and relevant legislation.

Quality and Innovation

BSBFLM409B Implement continuous improvement
This unit specifies the outcomes required to implement the organisation's continuous improvement systems and processes. Particular emphasis is on using systems and strategies to actively encourage the team to participate in the process, monitoring and reviewing performance, and identifying opportunities for further improvements. This unit replaces BSBFLM409A Implement continuous improvement. Frontline managers have an active role in implementing the continuous improvement process in achieving the organisation's objectives. Their position, closely associated with the creation and delivery of products and services, means that they have an important responsibility in influencing the ongoing development of the organisation. At this level, work will normally be carried out within routine and non-routine methods and procedures, which require planning and evaluation, and leadership and guidance of others. This unit builds on BSBFLM309A Support continuous improvement systems and processes. Consider co-assessment with BSBFLM405B Implement operational plan, BSBCMN411A Monitor a safe workplace, BSBCMN412A Promote innovation and change and BSBFLM412A Promote team effectiveness. This unit is related to BSBFLM509B Facilitate continuous improvement.

SIRXQUA002A Lead a team to foster innovation
This unit describes the performance outcomes, skills and knowledge required to lead a workplace team in ways that foster innovative work practices. This unit covers the skills needed by individuals leading work teams on individual projects or for work in general. The skills encompass the requirements for encouraging innovation within individual team members as well as a team as a whole. They include how to put a team together and keep it working well, how to structure work and monitor progress, how to ensure the team members have the information and skills they need and how to apply innovative work skills to the leadership role.

SIRXQUA003A Create an innovative work environment
This unit describes the performance outcomes, skills and knowledge required to create a work environment that enables and supports the application of innovative practices in the workplace. This unit requires the team leader to create a work environment that fosters innovation, and includes consideration of working conditions and practices, management practices, physical layout and training and education.

SIRXQUA004A Set up systems that support innovation
This unit describes the performance outcomes, skills and knowledge required to conceptualise and design new systems that develop and foster innovation in the workplace. This unit applies to managers and senior members of staff. It involves assessing the potential for innovative practice within an organisation, setting goals, identifying barriers and generating options for innovative systems; and trialling, evaluating and implementing new innovative systems in the workplace.

SIRXQUA005A Maintain operational quality and productivity

This unit describes the performance outcomes, skills and knowledge required to maintain operational quality and productivity in a sales or service enterprise. This unit requires senior operations staff to achieve business and improvement targets by securing work team commitment to quality assurance, and the ongoing maintenance and assertion of productivity and quality systems.

Risk Management and Security

SIRXRSK004A Control store security

This unit describes the performance outcomes, skills and knowledge required to control store security. It involves developing and implementing security procedures for the prevention of theft, ensuring safety of all personnel in the event of a robbery, and monitoring all security procedures. This unit requires the team member to develop and implement security and stock control procedures to facilitate the detection and prevention of theft and stock loss, including procedures to ensure the safety and security staff and customers in the event of robbery according to store policy and relevant legislation.

Sales

SIRXSL005A Manage sales and service delivery

This unit describes the performance outcomes, skills and knowledge required to monitor, maintain and improve sales and service delivery. It involves market research, developing new markets and marketing products and services within the culture of the overall store policy. This unit requires the team member to develop and maintain excellence in sales and service delivery by ensuring the provision of a well-resourced working environment for fellow staff. The team member is required to proactively pursue the continuous improvement of operations by seeking, evaluating and reporting feedback from customers and colleagues on sales and service delivery and working conditions; and locating and negotiating adequate supply of stock and other necessary resources in accordance with store policy. Those with managerial responsibility undertake this role.

SIRXSL006A Lead a sales team

This unit describes the performance outcomes, skills and knowledge required to lead a sales team to achieve the business objectives governing sales and service for a defined customer group or territory. This unit encompasses leadership through the management of the team, and its resources while encouraging the modelling of sales and service values and behaviour. Senior sales personnel perform this function.

SIRXSL007A Train sales team members

This unit describes the performance outcomes, skills and knowledge required to train sales team members in a wholesale sales environment. This unit involves the coordination, promotion, delivery and review of learning processes that assist sales staff to achieve the service and product performance requirements established by a wholesale business.

Working in Industry

BSBCMN402A Develop work priorities

This unit covers the skills and knowledge required to plan own work schedules, monitor and obtain feedback on work performance and development. This unit is related to BSBCMN302A Organise personal work priorities and development.