

Description

This qualification provides the skills and knowledge for an individual to be competent in retail operations and/or supervision with the need to apply discretion and judgement. Work would be undertaken in various retail store settings, such as specialty stores, supermarkets, department stores and retail fast food outlets. Individuals may have some responsibility for others and provide or hold specific coordination or support responsibilities within a store team.

Job Roles

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

- Providing in-depth product and service advice in a retail environment
- Selling products and services in variety of retail settings
- Supervising a checkout area
- Leading a team preparing and selling fast food items
- Leading a department team within a large store or supermarket
- Acting as an assistant to a manager of a small to medium store
- Organising and maintaining work areas and displays
- Carry out specific responsibilities, such as merchandising.

Possible job titles include:

- Sales Assistant
- Customer Service Representative
- Crew Leader
- Shift Manager
- Team Leader
- Department Manager
- Assistant Store Manager
- Checkout Supervisor
- Merchandise Coordinator

Entry Requirements

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

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

- SIRXCCS001A Apply point-of-sale handling procedures
- SIRXCCS002A Interact with customers
- SIRXCLM001A Organise and maintain work areas
- SIRXCOM001A Communicate in the workplace
- SIRXICT001A Operate retail technology
- SIRXIND001A Work effectively in a retail environment
- SIRXINV001A Perform stock control procedures
- SIRXOHS001A Apply safe working practices
- SIRXRSK001A Minimise theft

OR

Have sufficient relevant 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 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	Use questioning and active listening to ascertain and respond to customer needs to ensure customers enjoy a positive experience that reflects business values. Regularly carry out verbal instructions from other team members and supervisors. Read and interpreting simple workplace documents, complete simple written workplace forms and share work related information with other team members.
Teamwork	Effectively participate in retail store teams; working independently to complete own tasks and also supporting other team members where appropriate. Lead small retail teams where required in the context of the job role; mentoring and supporting other team members.
Problem solving	Demonstrate sensitivity to customer needs and concerns anticipating problems and acting to avoid them where possible. Solve a range of operational retail store problems individually or in the context of a team structure where after clarification existing policies and infrastructure may be applied to source information and resources and develop practical and sustainable solutions.
Initiative and enterprise	Look for opportunities to do things better and suggest ideas to other team members and supervisors in the context of the job role. Translate ideas into action by positively accepting and adapting to changes in procedures or arrangements at the store 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 store 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 a personal job role fits into the context of the wider business values and directions. Work within the store 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 store team members.
Technology	Use of point-of-sale systems and/or select and use a range of other retail technology; in the context of available equipment and store procedures. Recognise and report faulty equipment and follow store occupational health and safety procedures.

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 from Group A or Group B
- 7 Elective units

A minimum of 5 elective units must be selected from the Elective Units listed below. A maximum of 2 of these electives may be selected from the Product Knowledge functional category. A maximum of 2 elective units may be selected from another endorsed Training Package. These must be units which are packaged within a Certificate III or IV 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 Group A

Client and Customer Service	Risk Management & Security
SIRXCCS003A Coordinate interaction with customers	SIRXRSK002A Maintain store security

Occupational Health & Safety
SIRXOHS002A Maintain store safety

Core Units Group B

Occupational Health & Safety	Sales
SIRXOHS002A Maintain store safety	SIRXSL004A Build relationships with customers

Risk Management & Security
SIRXRSK002A Maintain store security

Elective Units

Administration	Finance
SIRXADM002A Coordinate retail office	SIRXFIN001A Balance point-of-sale terminal
	SIRXFIN003A Produce financial reports
Client and Customer Service	Human Resources Management
SIRXCCS003A Coordinate interaction with customers	TAAASS301A Contribute to assessment
	TAADEL301A Provide training through instruction and demonstration of work skills
Computer Operations and ICT Management	Inventory
SIRXICT003A Operate retail information technology systems	SIRXINV002A Maintain and order stock

Management and Leadership		SIRXQUA001A	Develop innovative ideas at work
SIRXMG001A	Coordinate work teams	Retail Post	
SIRXMG002A	Maintain employee relations	SIRRPOS004A	Handle customer interviews and applications
Marketing and Public Relations			
SIRXMPR001A	Profile a retail market	Sales	
Merchandising		SIRXSLS001A	Sell products and services
SIRXMER002A	Coordinate merchandise presentation	SIRXSLS003A	Coordinate sales performance
SIRXMER005A	Create a display	SIRXSLS004A	Build relationships with customers
Product Knowledge		Working in Industry	
SIRRRPK014A	Recommend specialised products and services	BSBCM301A	Exercise initiative in a business environment
		BSBCM304A	Contribute to personal skill development and learning
Quality and Innovation			

Unit Descriptions

Core Units Group A

Client and Customer Service

SIRXCCS003A Coordinate interaction with customers
This unit describes the performance outcomes, skills and knowledge required to coordinate interaction with customers. It involves implementing customer service standards, implementing store policy regarding customer complaints, communicating with management, and leading a customer service team. This unit requires a demonstrated ability to coordinate a customer service team, provide accurate feedback to management on operational and procedural matters related to customer service, and supervise the resolution of customer complaints according to store policy. Those with managerial responsibility undertake this role.

Occupational Health & Safety

SIRXOHS002A Maintain store safety
This unit is based on the National Occupational Health and Safety Commission (NOHSC) guidelines and describes the performance outcomes, skills and knowledge required to

maintain store safety in a retail environment. This unit involves informing and involving team members with regard to OHS, monitoring and maintaining a safe work environment, implementing emergency procedures, identifying the need for OHS training, and maintaining OHS records.

Risk Management & Security

SIRXRSK002A Maintain store security
This unit describes the performance outcomes, skills and knowledge required to maintain store security in a retail environment. It involves implementing store policy and procedures to ensure store security, informing team members and providing ongoing supervision and training to facilitate awareness and detection of theft. This unit requires the team member to interpret, apply and monitor security procedures according to store policy, industry codes of practice, relevant legislation and statutory requirements. It includes maintaining frontline security as well as reporting security concerns and providing ongoing supervision and training for staff on security procedures.

Core Units Group B

Occupational Health & Safety

SIRXOHS002A Maintain store safety
This unit is based on the National Occupational Health and Safety Commission (NOHSC) guidelines and describes the performance outcomes, skills and knowledge required to maintain store safety in a retail environment. This unit involves informing and involving team members with regard to OHS, monitoring and maintaining a safe work environment, implementing emergency procedures, identifying the need for OHS training, and maintaining OHS records.

relevant legislation and statutory requirements. It includes maintaining frontline security as well as reporting security concerns and providing ongoing supervision and training for staff on security procedures.

Sales

SIRXSL004A Build relationships with customers
It describes the performance outcomes, skills and knowledge required to use advanced sales techniques in building relationships with customers and interacting with customers, applying expert product knowledge as it relates to customers, dealing with difficult customers, establishing and maintaining a customer database, and conducting sales presentations. This unit applies to senior sales personnel. It requires the development and maintenance of expert knowledge to provide accurate product information to customers, including post-sales support; and communication, analysis and sales techniques to plan and implement sales presentations, build positive relationships with customers, and resolve customer complaints.

Risk Management & Security

SIRXRSK002A Maintain store security
This unit describes the performance outcomes, skills and knowledge required to maintain store security in a retail environment. It involves implementing store policy and procedures to ensure store security, informing team members and providing ongoing supervision and training to facilitate awareness and detection of theft. This unit requires the team member to interpret, apply and monitor security procedures according to store policy, industry codes of practice,

Elective Units

Administration

SIRXADM002A Coordinate retail office
This unit describes the performance outcomes, skills and knowledge required to coordinate a retail office. It involves maintaining office procedures, processing data in response to information requests, composing reports and correspondence, maintaining recording and filing systems and maintaining digital storage media and computer filing systems. This unit requires the team member to implement workplace office procedures to coordinate a retail office, responding accurately and appropriately to requests for information and maintaining records and filing systems, including computerized records, according to store policy. Those with managerial responsibility undertake this unit.

SIRXICT003A Operate retail information technology systems

This unit describes the performance outcomes, skills and knowledge required to use and apply store information technology systems in a retail environment. It involves demonstrating knowledge of the hardware and software in use, editing and updating information and solving problems in relation to hardware and software. This unit requires the team member to demonstrate the capacity to operate information technology systems, resolve system faults, perform point-of-sale financial transactions, and safely and securely store electronic information according to store policy and procedures and relevant legislation. Those with managerial or supervisory responsibility undertake this unit.

Client and Customer Service

SIRXCCS003A Coordinate interaction with customers
This unit describes the performance outcomes, skills and knowledge required to coordinate interaction with customers. It involves implementing customer service standards, implementing store policy regarding customer complaints, communicating with management, and leading a customer service team. This unit requires a demonstrated ability to coordinate a customer service team, provide accurate feedback to management on operational and procedural matters related to customer service, and supervise the resolution of customer complaints according to store policy. Those with managerial responsibility undertake this role.

Finance

SIRXFIN001A Balance point-of-sale terminal
This unit describes the performance outcomes, skills and knowledge required to balance a register or terminal in a retail environment. It involves clearing the register, counting money, calculating noncash transactions and reconciling takings. This unit is undertaken with some supervision. It requires the team member to apply store policy and procedures to accurately and efficiently balance a register or terminal, maintain a cash float, reconcile cash and non-cash transactions and record takings.

Computer Operations and ICT Management

SIRXFIN003A Produce financial reports
 This unit describes the performance outcomes, skills and knowledge required to produce financial reports in a retail environment. It involves entering payment summaries into journals, reconciling accounts to balance, preparing bank reconciliations, and receiving and documenting payments and takings. It also involves dispatching statements to debtors, dispatching payments to creditors and preparing financial reports. This unit is undertaken with some supervision. It requires the team member to apply store policy and procedures to produce accurate financial reports. It requires the accurate and effective recording of data for preparation of trial balances, and receiving, recording and dispatching records and payments to debtors and creditors.

Human Resources Management
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.

TAADEL301A Provide training through instruction and demonstration of work skills
 This unit specifies the competency required to conduct individual and group instruction and demonstration of work skills. Demonstration of work skills is typically provided by experienced workers or supervisors in the workplace. The focus of this instruction is usually on specific learner and organisation requirements, including workplace induction, learning how to operate new equipment and processes, developing new skills at work, improving efficiency and effectiveness, and meeting safety procedures.

Inventory
SIRXINV002A Maintain and order stock
 This unit describes the performance outcomes, skills and knowledge required to maintain and order stock in a retail environment. It involves monitoring receipt and dispatch of goods, maintaining stock records, coordinating stocktake, identifying stock losses, processing orders and following up on orders. This unit requires staff to exercise managerial responsibility to monitor and coordinate stock levels, storage, distribution and reorder cycles; roster staff, organise and coordinate stocktakes, maintain accurate records and routinely report on inventory status to relevant personnel according to store policy and procedures.

Management and Leadership
SIRXMGT001A Coordinate work teams
 This unit describes the performance outcomes, skills and knowledge required to coordinate work teams in a retail environment. It involves monitoring and organising staffing levels, informing team members of expected standards of work, coaching and motivating the team and maintaining staffing records. This unit requires the team member to consistently and responsibly apply store policy and procedures and local statutory requirements in regard to the induction, rostering, coordination, coaching and motivation of work teams. It requires strong interpersonal communication skills. Those with managerial responsibility undertake this role.

SIRXMGT002A Maintain employee relations
 This unit describes the performance outcomes, skills and knowledge required to maintain employee relations. It involves identifying awards and agreements, minimising potential industrial problems, and implementing dispute and grievance procedures. This unit requires the team member to understand and apply store policy and procedures and local statutory requirements to maintain positive employee relations by acting to identify and minimise potential industrial problems, and implement dispute and grievance procedures where necessary. Those with managerial responsibility undertake this role.

Marketing and Public Relations
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.

Merchandising
SIRXMER002A Coordinate merchandise presentation
This unit describes the performance outcomes, skills and knowledge required to supervise sales and other staff implementing and maintaining displays according to store merchandising standards. This unit requires the team member to apply knowledge of store merchandising and pricing policy and standards staff to support and coordinate relevant frontline staff members and ensure that they arrange, present and label or price merchandise according to store requirements. It also involves informing staff of store merchandise presentation requirements for sales, promotions and special events, and providing feedback to management in regard to improvement of store marketing and promotional activities.

SIRXMER005A Create a display
 This unit describes the performance outcomes, skills and knowledge required to plan and implement a display for a retail business. This unit requires the team member to identify requirements for a display, develop display ideas and have them approved by relevant personnel and plan and build displays. In addition the unit requires the team member to maintain displays to meet the requirements of the product, the audience and the organisation. This unit may apply to floor and sales team members.

Product Knowledge
SIRRRPK014A Recommend specialised products and services
 This unit describes the performance outcomes, skills and knowledge required to recommend and provide advice on specialised products and services to customers. This unit involves the application of specialised product knowledge to provide advice to customers and other sales staff, with regard to specific product features, technical characteristics, warranties and prices. It also includes the provision of information on organisation services and repairs. Experienced frontline sales staff perform this function.

Quality and Innovation
SIRXQUA001A Develop innovative ideas at work
 This unit describes the performance outcomes, skills and knowledge required to systematically generate and develop innovative ideas in the workplace. This unit requires the skills to interpret or observe a need and develop a detailed idea. It involves the creative generation and discussion of a number of ideas or solutions, accepting positive and negative feedback, and testing ideas in order to establish and present a workable outcome that meets the needs of the end user.

Retail Post
SIRRPOS004A Handle customer interviews and applications
 This unit describes the performance outcomes, skills and knowledge required to conduct interviews with customers for services associated with third-party agencies. This competency applies to retail post personnel at supervisor level. It requires the team member to consistently apply the correct government and corporate policies and procedures for interviewing and processing applications for third-party agencies. It also requires the staff member to act in a professional and customer focused manner at all times while ensuring the confidentiality of the customer is maintained and the integrity of the application process assured.

Sales

SIRXSL001A Sell products and services
This unit describes the performance outcomes, skills and knowledge required to sell products and services in a retail environment. It involves the use of sales techniques and encompasses the key selling skills from approaching the customer to closing the sale. It requires a basic level of product knowledge. This competency applies to frontline sales personnel. It requires the recognition and demonstration of verbal and non-verbal communication skills to determine customer requirements, sell the benefits of products and services, overcome objections and close sales. Personal evaluation is utilised to maximise sales in accordance with industry codes of practice, relevant legislation and store policy.

SIRXSL003A Coordinate sales performance
This unit describes the performance outcomes, skills and knowledge required to implement and monitor adherence to sales policies and procedures, and monitor the achievement of sales targets. This unit requires the team member to implement and monitor store policies and procedures and relevant legislation in relation to sales transactions, and to provide feedback to management and staff on sales performance in relation to sales targets and planning. Those with managerial responsibility undertake this role.

SIRXSL004A Build relationships with customers
It describes the performance outcomes, skills and knowledge required to use advanced sales techniques in building relationships with customers and interacting with customers, applying expert product knowledge as it relates to customers, dealing with difficult customers, establishing and maintaining a customer database, and conducting sales presentations. This unit applies to senior sales personnel. It requires the development and maintenance of expert knowledge to provide accurate product information to customers, including post-sales support; and communication, analysis and sales techniques to plan and implement sales presentations, build positive relationships with customers, and resolve customer complaints.

Working in Industry

BSBCMN301A Exercise initiative in a business environment
This unit covers the skills and knowledge required to exercise initiative and influence others in a business environment. It includes making decisions in accordance with organisational requirements. This unit is related to BSBCMN201A Work effectively in a business environment and BSBFLM404A Lead work teams.

BSBCMN304A Contribute to personal skill development and learning
This unit covers the skills and knowledge required to support own learning and skill development needs in the context of an organisation's goals and objectives. This unit is related to BSBCMN204A Work effectively with others and BSBCMN404A Develop teams and individuals.