

COMPETENCY MAPPING

Element		Performance criteria		Task	Assessment	Page
1	Establish rapport with customers	1.1	Establish rapport and relationship with customer and express a genuine interest in customer needs and requirements to enhance customer commitment, trust and credibility of store and to build return customer base.	1.1	1	
		1.2	Maintain professional ethics with the customer to promote store image and credibility.	1.2	1	
		1.3	Accurately clarify customer needs and preferences to maximise sales opportunities.	1.4	1	
		1.4	Maximise sales opportunities by use of add-on and complementary sales techniques	1.3	1	
		1.5	Give customer space and time to evaluate purchase decision, while using time to maximum advantage for customer and store.	1.4	1	
		1.6	Use effective methods to close sales.		1	
2	Apply expert knowledge	2.1	Provide customer with accurate information regarding product and service appraisals, correct statements and warranties according to legislative requirements.	1.5, 1.8	1	
		2.2	Provide detailed knowledge of supplier or manufacturer information according to customer needs and commercial confidentiality guidelines.	1.8	1	
		2.3	Evaluate product range, accurately demonstrate features and benefits of products or services where appropriate and make recommendations to the customer to maximise sales potential.		Assessed in Chapter 7	
		2.4	Maximise customer interest in product or service through price negotiation where applicable and offer payment and credit options according to store policy.	1.7	1	
		2.5	Accurately calculate prices and discounts according to pricing determinants and store policy.	1.7	1	

Element		Performance criteria		Task	Assessment	Page
3	Provide post-sales support	3.1	Accurately provide evidence of ongoing support as sale is concluded.	1.9	1	
		3.2	Accurately explain back-up service and reassure customer according to legislative requirements and store policy.	1.9	1	
		3.3	Provide customer with store or salesperson's contact details to provide line of contact and customer followed up according to store policy.	1.9	1	
		3.4	Accurately enter customer and transaction details into customer database.	1.13	1	
4	Plan sales presentations	4.1	Plan presentation to complement product characteristics.	1.11	2	
		4.2	Select client group according to product characteristics and store merchandising policy.	1.11	2	
		4.3	Access promotional materials where required and distribute to client group.	1.11	2	
		4.4	Select and prepare a range of products or services for presentation to reflect store image, demographics and merchandising plan.	1.11	2	
5	Implement sales presentation	5.1	Ensure sufficient numbers of adequately briefed support staff, where required for a presentation.		2	
		5.2	Apply communication skills to effectively create interest, focus attention, and encourage customer interaction with individuals or groups.		2	
		5.3	Demonstrate products or services to create a buying environment.		2	
		5.4	Measure results of sales presentation according to predetermined criteria, review overall performance and results, and apply information to enhance future sales presentations according to store sales policy.		2	
6	Maintain and utilise a customer database	6.1	Maintain customer confidentiality as required by store policy and legislative requirements.	1.13	1	
		6.2	Develop and maintain accurate customer records and store securely according to store policy and procedures.	1.13	1	
		6.3	Accurately identify and follow up regular customers according to store marketing policy.	1.13	1	

Element		Performance criteria		Task	Assessment	Page
		6.4	Accurately utilise customer records to advise customers on products and services of possible interest.	1.13	1	
		6.5	Implement customer loyalty schemes where required according to store promotional activities.	1.12	1	
7	Deal with difficult customers	7.1	Acknowledge customer complaints and problems and reassuringly support difficult customers to produce a positive outcome.	1.14		
		7.2	Use questioning and active listening to encourage customer to verbalise issue and minimise customer frustrations.	1.14	1	
		7.3	Develop customer's confidence in the candidate and product or service to promote long term trust and commitment to store.	1.14	1	
		7.4	Establish mutually acceptable resolution of complaint.	1.14	1	

Required skills and knowledge	Task	Assessment	Page
Required skills			
Selling techniques, including: <ul style="list-style-type: none">• opening and closing techniques• identifying buying signals• strategies to focus customer on specific merchandise• add-ons and complementary sales• overcoming customer objections.	1.4	1	
Presentation skills.		2	
Conflict resolution.	1.14	1	
Verbal and non-verbal interpersonal communication.	1.1		
Accessing relevant product information.	1.3		
Literacy and numeracy skills in regard to: <ul style="list-style-type: none">• reading and understanding product information• reading and understanding store policies and procedures• recording client and sales information• calculating prices and discounts.	1.5, 1.6		

Required knowledge			
Store policies and procedures, in regard to: <ul style="list-style-type: none">• establishing, maintaining and utilising customer records• updating and maintaining customer mailing lists• methods of maintaining customer confidentiality and secure storage of customer details• pricing, including GST requirements• price negotiation and payment and credit options• resolving customer complaints.	1.7, 1.13, 1.14	1	
Store and area merchandise and service range.	Covered in Part II		
Relevant legislation and statutory requirements.	1.5	1	
Relevant industry codes of practice.	1.2		
OHS requirements such as: <ul style="list-style-type: none">• manual handling• plant and equipment• hazardous substances and dangerous goods• workers compensation.	1.5		
Customer types and needs, including: <ul style="list-style-type: none">• customer buying motives, customer behaviour and cues• individual and cultural differences, demographics, lifestyle and income• types of customer needs, e.g. functional, psychological.	These topics will be covered in Chapter 7 Sell products and services		

Critical aspects for assessment and evidence			
Consistently applies store policies and procedures.		1	
Consistently develops customer commitment to store and builds return customer base.	1.9		
Consistently maximises sales opportunities.	1.3		
Consistently and accurately applies detailed knowledge of manufacturer and supplier supply.	1.8		
Consistently uses effective questioning, listening and observation skills.			
Consistently and effectively plans, prepares and conducts sales presentations and briefs support staff.	1.11	2	
Consistently evaluates personal and or team sales performance to maximise future sales.	This topic will be covered in Chapter 7 Sell products and services		
Consistently and accurately establishes, records and maintains customer records and details.	1.13	1	
Consistently resolves customer complaints.	1.14		

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Element		Performance criteria		Task	Assessment	Page
1	Communicate face-to-face with customers	1.1	Maintain a welcoming customer environment that reflects store branding and market position and is in line with store policy and procedures.	2.1	1	
		1.2	Greet customer warmly according to store policy and procedures.	2.1	1	
		1.3	Create effective service environment through verbal and non-verbal interaction according to store policy and procedures.	2.4, 2.5	1	
		1.4	Use questioning and active listening to determine customer needs.	2.2, 2.3, 2.4	1	
		1.5	Demonstrate confidentiality and tact.	2.6	1	
2	Use technology to communicate with customers	2.1	Answer telephone according to store procedures.	2.8	1	
		2.2	Use questioning and active listening to identify caller and establish and confirm requirements.	2.8	1	
		2.3	Use telephone system functions according to instructions.		1, 2	
		2.4	Use email, social networking sites and other technologies to receive and process information and customer requests in line with store policy and procedures.	2.8	1, 2	
		2.5	Record and promptly pass on messages or information.	2.7	1, 2	
		2.6	Inform customer of any problems and relevant action being taken.	2.8	1	
		2.7	Perform follow-up action as necessary.	2.8	1	
3	Communicate with customers and colleagues from diverse backgrounds	3.1	Value and treat customers and colleagues from diverse backgrounds with respect and sensitivity.	2.9	1, 2	
		3.2	Consider cultural differences in verbal and non-verbal communication.		1	
		3.3	Use gestures or simple words to communicate where language barriers exist.		1	
		3.4	Obtain assistance from colleagues or supervisors when required to facilitate communications.		1	

Element	Performance criteria	Task	Assessment	Page
4	Work in a team	4.1	Demonstrate a courteous and helpful manner at all times.	1
		4.2	Complete allocated tasks willingly, according to set timeframes.	2.10
		4.3	Actively seek or provide assistance by approaching other team members when difficulties arise.	1, 2
		4.4	Identify and use lines of communication with supervisors and peers according to store policy.	1
		4.5	Encourage, acknowledge and act upon constructive feedback provided by other team members.	1, 2
		4.6	Use questioning to minimise misunderstandings.	1
		4.7	Identify signs of potential workplace conflict wherever possible and take action to resolve the situation using open and respectful communication.	2.11
		4.8	Participate in team problem solving.	2.11
5	Read and interpret retail documents	5.1	Identify and list a range of retail documents.	1
		5.2	Read and interpret information from a range of retail documents.	2.12, 2.13
		5.3	Demonstrate appropriate application of information contained in retail documentation.	2.12, 2.13

Required skills and knowledge	Task	Assessment	Page
Required skills			
Communication and interpersonal skills, including: <ul style="list-style-type: none"> • negotiating • questioning and listening • resolving conflict • using positive and inclusive language. 	2.2, 2.3, 2.4, 2.5	1, 2	
Literacy skills to: <ul style="list-style-type: none"> • read and interpret workplace documentation, such as store policies and procedures and retail documents • record messages. 	2.12, 2.13	1, 2	
Technology skills to operate information and communications technology, including: <ul style="list-style-type: none"> • email • social networking technology • telephone system. 	2.7, 2.8	1, 2	

Required knowledge			
Functions and procedures for operating telephones and other communication equipment.	2.8	1, 2	
Goods and services provided by the store.		1	
Location of store departments.		1	
Store policy and procedures in regard to: <ul style="list-style-type: none"> • allocated duties and responsibilities • code of conduct, including sensitivity to diversity • internal and external customer contact • verbal and non-verbal presentation. 	2.2, 2.3, 2.4, 2.5, 2.6, 2.9	1, 2	
Critical aspects of evidence			
Provides a welcoming environment by treating customers in a courteous and helpful manner.		1	
Uses effective questioning and active listening techniques to communicate with customers, while maintaining an awareness of the need for discretion, tact and confidentiality.	2.2, 2.3, 2.4, 2.5	1	
Interprets and communicates information to customers, supervisors and peers both face-to-face and via other electronic communication equipment.	2.7, 2.8	1, 2	
Accesses, comprehends and processes information according to store policy and procedures.	2.12, 2.13	1, 2	
Follows routine instructions and seeks advice and assistance if required.		1	
Participates actively and positively within a workplace team.		1	

COMPETENCY MAPPING

Element		Performance Criteria		Task	Assessment	Refers to page
1	Work within organisational requirements	1.1.	Identify and read organisation's requirements and responsibilities and seek advice from appropriate people where necessary.	3.1, 3.3, 3.8	1, 2 (Q1)	
		1.2.	Interpret staff rosters and provide sufficient notice of unavailability for rostered hours according to workplace policy and procedures.	3.2, 3.8	2 (Q2)	
		1.3.	Develop and use a current working knowledge and understanding of employee and employer rights and responsibilities.	3.3, 3.5	1	
		1.4.	Comply with relevant duty of care and legal responsibilities, and support organisational culture.	3.3, 3.8	2 (Q3)	
		1.5.	Identify roles and responsibilities of colleagues and immediate supervisors	3.3	1, 2 (Q4)	
		1.6.	Identify standards and values considered to be detrimental to the organisation and communicate this through appropriate channels.	3.4, 3.8	1	
		1.7.	Identify, recognise and follow behaviour that contributes to a safe and sustainable work environment	3.4	1	
2	Support the work team	2.1.	Display courteous and helpful behaviour at all times.	3.5	1	
		2.2.	Take opportunities to enhance the level of assistance offered to colleagues and meet all reasonable requests for assistance within acceptable workplace timeframes.		1, 2 (Q5)	
		2.3.	Complete allocated tasks as required.		1	
		2.4.	Seek assistance when difficulties arise.		1	
		2.5.	Use questioning techniques to clarify instructions or responsibilities.		1	
		2.6.	Identify and display a non-discriminatory attitude in all contacts with customers and other staff members.	3.5, 3.8	2 (Q8)	

Element		Performance Criteria		Task	Assessment	Refers to page
3	Maintain personal presentation	3.1.	Observe appropriate dress code and presentation as required by the workplace, job role and level of customer contact.	3. 7	2 (Q11)	
		3.2.	Follow personal hygiene procedures according to organisational policy and relevant legislation.	3.7	2 (Q11)	
4	Develop effective working habits	4.1.	Interpret, confirm and act on workplace information, instructions and procedures relevant to the particular task.	3.5	1, 2 (Q1)	
		4.2.	Interpret, confirm and act on legal requirements in regard to anti-discrimination, sexual harassment and bullying.	3.6, 3.8	1, 2 (Q3,6,7,8)	
		4.3.	Ask questions to seek and clarify workplace information.		1	
		4.4.	Plan and organise daily work routine within the scope of the job role.	3.9		

Required skills and knowledge	Task	Assessment	Page
Required skills			
Communication skills to: <ul style="list-style-type: none"> ask questions to identify and confirm requirements follow routine instructions through clear and direct communication use language and concepts appropriate to cultural differences use and interpret non-verbal communication. 	3.5, 3.6	1, 2 (AQ5)	
Literacy skills to: <ul style="list-style-type: none"> interpret and follow workplace policies and procedures process relevant workplace documentation. 	3.1, 3.2, 3.3, 3.8	1, 2 (AQ1, 3)	
Personal presentation skills to comply with workplace presentation and dress code.	3.7	2 (AQ11)	
Planning and organising skills to manage tasks within workplace timeframes.	3.4	1	
Problem-solving skills to solve routine problems.	3.4	1	
Technology skills to select and use technology appropriate for a task.		1	

Required knowledge			
Industry awards and agreements that relate to personal job role and terms and conditions of employment.	3.2, 3.8		
Employer and employee responsibilities under an Australian apprenticeship contract of training where applicable.		2 (AQ12)	
Relevant legislation and statutory requirements, such as: <ul style="list-style-type: none"> • equal employment opportunity (EEO) legislation • work health and safety (WHS) • privacy • anti-discrimination legislation • workplace relations. 	3.1, 3.6, 3.8	1, 2 (AQ6)	
Workplace policies, plans and procedures, including: <ul style="list-style-type: none"> • dealing with grievances • discriminatory behaviour • equal opportunity issues • harassment • hygiene and presentation • staff rosters and notification of shift availability or non-attendance • providing customer service to colleagues and customers • workplace ethics • staff counselling and disciplinary procedure. 	3.2, 3.3, 3.7, 3.8, 3.9	1, 2 (AQ7, 8)	
Workplace organisational structure.	3.5		
Critical aspects of evidence			
Identifies, locates and articulates the organisation's requirements, including goals and values.	3.3, 3.5, 3.8	1, 2 (AQ9)	
Demonstrates work practices that reflect the relationship between own role and organisational requirements.	3.4	1	
Demonstrates knowledge of workplace procedures for upholding employee and employer rights and responsibilities.	3.1, 3.6, 3.8	1, 2 (AQ10)	

Range and conditions	<ul style="list-style-type: none"> You may base this project on any legal, legitimate business idea. The purpose of this assessment is to judge your ability to successfully determine who your target market might be and how you will attract them, so your business idea must be viable and aimed at a legitimate outcome. You may be required to conduct your market research within the general population in your chosen area. If you are conducting this research in a shopping mall or other similar public area, be sure to gain any necessary approvals from centre managers or necessary authorities. In order to achieve a reasonable picture of your idea's viability you will need to conduct at least 30 surveys. You will have two weeks to complete this project.
Reasonable adjustments	In the event that you have difficulty understanding the assessment tasks due to language or other difficulties, your trainer will attempt to make reasonable adjustments to the assessment paper in order to afford you every opportunity to achieve competency.
Decision-making rules	<p>You will be assessed on your ability to:</p> <ul style="list-style-type: none"> analyse components of your stores image accurately profile your target market developing promotional ideas methods designed to attract your target market work with others in generating ideas and gaining feedback present your information and plan in a well thought out report work within resource and budgetary constraints develop methods of reviewing successful outcomes.

COMPETENCY MAPPING

Element		Performance criteria		Task	Assessment	Page
1	Review the image of the store.	1.1	Analyse the components of the store image.	4.1, 4.2	1.3	
		1.2	Access and analyse relevant store documentation in relation to store image.	4.4		
		1.3	Promote the store image in an appropriate manner.	4.3	1.4	
2	Research market demands for the store.	2.1	Select an appropriate area for research of market demands.	4.4	1.2	
		2.2	Use appropriate market research techniques according to store policy.			
		2.3	Plan market research according to store policy and procedures.			
		2.4	Collect, analyse and present data in an appropriate manner.			
3	Profile the store's customers.	3.1	Research the demography of the store's customers.	4.5	1.2	
		3.2	Develop a demographic profile.	4.5	1.2	
		3.3	Access information about changing trends and relate to customer demands.	4.6	1.2	

Element		Performance criteria		Task	Assessment	Page
4	Implement methods to attract customers to store.	4.1	Access and analyse information about the customer.	4.4	1.2	
		4.2	Generate ideas to develop methods for attracting customers.	4.7	1.4	
		4.3	Select and develop a suitable idea in collaboration with others in the organisation.	4.7	1.4	
		4.4	Present and discuss the idea with relevant personnel.	4.7	1.6	
		4.5	Evaluate the idea to ensure that it meets the requirements for the target customers.	4.7	1.5	

Required skills and knowledge	Task	Assessment	Page
Required skills			
Interpersonal communication skills to: <ul style="list-style-type: none"> • carry out market research • generate ideas and discuss with relevant personnel through clear and direct communication • ask questions to identify and confirm requirements • use language and concepts appropriate to cultural differences • use and interpret non-verbal communication. 	4.2, 4.3, 4.4, 4.5, 4.6, 4.7	1.1, 1.2, 1.6	
Literacy and numerical skills related to: <ul style="list-style-type: none"> • reading and understanding store policy and procedures • research • data analysis • generating reports. 			
Collaboration and teamwork.			
Required knowledge			
Store policy and procedures in regard to: <ul style="list-style-type: none"> • accessing documentation • promoting store image. 	4.3, 4.4, 4.5, 4.7	1.2, 1.4	
Market research methods.			
Evaluation methods.			
Creative thinking techniques.			
Techniques in interpersonal communication.			

Critical aspects for assessment			
Analyses components of the store image by accessing relevant store documentation.	4.1, 4.2, 4.3, 4.4, 4.5, 4.7	1.1–1.6	
Promotes the store image in an appropriate manner.			
Researches market demands using appropriate market research techniques.			
Accurately profiles store customers.			
Generates ideas for attracting customers to store.			
Selects and develops a suitable idea in collaboration with others.			
Presents and discusses idea with supervisor.			
Evaluates idea to ensure that it meets requirements for target customers.			
Implements the idea according to store policies and budgetary requirements.			

COMPETENCY MAPPING

Element		Performance criteria		Task	Assessment	Page
1	Place and arrange merchandise.	1.1	Unpack merchandise according to store policy and procedures and legislative requirements.	Covered in Chapter 6	AQ1	
		1.2	Place merchandise on floor, fixtures and shelves in determined locations according to WHS and other relevant legislative requirements.	5.1, 5.8	AQ2	
		1.3	Display merchandise to achieve a balanced, fully-stocked appearance and promote sales.	5.1,	Covered in Chapter 6	
		1.4	Identify damaged, soiled or out-of-date stock and take corrective action as required according to store procedure.	5.2,	AQ3	
		1.5	Place stock range to conform with fixtures, ticketing, prices or bar codes.	5.1	AQ2, AQ15 Covered in Chapter 6	
		1.6	Rotate stock according to stock requirements and store procedure.	5.2	4	
		1.7	Ensure stock presentation conforms to special handling techniques and other safety requirements.	5.1, 5.8	AQ2, AQ10, AQ14, AQ15	
2	Prepare display labels and tickets.	2.1	Prepare labels and tickets for window, wall or floor displays according to store policy.	5.3	AQ5, AQ6, AQ16	
		2.2	Prepare tickets using electronic equipment or neatly by hand according to store procedures.	5.3	AQ5, AQ6, AQ16	
		2.3	Identify soiled, damaged, illegible or incorrect labels and tickets and take corrective action.	5.6	AQ3	
		2.4	Use and maintain electronic ticketing and labelling equipment according to design specifications.	5.3	AQ5	
		2.5	Store ticketing equipment in a secure location.	5.3	AQ5	
3	Place, arrange and display price labels and tickets.	3.1	Place labels and tickets visibly and correctly on merchandise.	5.4	Covered in Chapter 6	
		3.2	Replace labels and tickets according to store policy.	5.6	Covered in Chapter 6	
		3.3	Maintain correct pricing and information on merchandise according to store procedures, industry codes of practice and legislative requirements.	5.5	AQ7, AQ8	

Element		Performance criteria		Task	Assessment	Page
4	Maintain displays.	4.1	Reset and dismantle special promotion areas.	5.7	Covered in Chapter 6	
		4.2	Assist supervisor in selection of merchandise for display.	5.7		
		4.3	Arrange and face up merchandise as directed and according to layout specifications and load-bearing capacity of fixtures.	5.7		
		4.4	Identify, reset or remove unsuitable or out-of-date displays as directed.	5.7		
		4.5	Identify optimum stock levels and replenish stock according to store policy.	5.7		
		4.6	Maintain display areas in a clean and tidy condition.	5.7		
		4.7	Remove excess packaging from display areas.	5.7		
5	Protect merchandise.	5.1	Identify and apply correct handling, storage and display techniques according to stock characteristics and legislative requirements.	5.8	AQ10, AQ11, AQ15	

Required skills and knowledge	Task	Assessment	Page
Required skills			
Use and maintenance of manual and electronic labelling and ticketing equipment.	5.3	AQ5	
Completing tasks in a set timeframe.	5.7	Covered in Chapter 6	
Literacy and numeracy skills in relation to: <ul style="list-style-type: none"> reading and interpreting store procedures and guidelines machine or manual preparation of labels and tickets reading and understanding manufacturer instructions. 	5.3, 5.6	AQ5, AQ6, AQ8, AQ12	

Required knowledge			
Store policies and procedures, in regard to: <ul style="list-style-type: none"> • merchandising, ticketing and pricing of stock • correct storage of stock • store promotional themes, including advertising, catalogues and special offers • location of display areas • availability and use of display materials • stock rotation • stock replenishment • merchandise range • scheduling for building or rotating displays • correct storage procedures for labelling and ticketing equipment and materials. 	5.1, 5.2, 5.3, 5.7, 5.8	AQ1, AQ2, AQ4, AQ5, AQ7, AQ9, AQ10, AQ11, AQ12	
Correct manual handling techniques for protection of self and merchandise.	5.1, 5.7	AQ14, AQ15	
Principles of display.	5.1, 5.7	Covered in Chapter 6	
Elements and principles of design and trends in retail design.			
Relevant WHS regulations, including: <ul style="list-style-type: none"> • manual handling • hygiene and sanitation • hazardous substances • labelling of workplace substances. 	5.7	AQ14, AQ15	
Relevant legislation and statutory requirements.	5.5, 5.7	AQ7, AQ8, AQ10, AQ14, AQ15	
Relevant industry codes of practice.		AQ7, AQ8, AQ10, AQ14, AQ15	

Critical aspects for assessment			
Applies store policies and procedures and legislative requirements in regard to displaying, merchandising, ticketing, pricing and storage of stock.	5.1, 5.2, 5.6, 5.7	AQ7, AQ8, AQ10, AQ14, AQ15	
Displays merchandise on floor, fixtures, shelves and display areas, in determined locations, according to special manual handling techniques and other safety requirements.	5.1, 5.7, 5.8	Covered in Chapter 6	
Prepares display labels and price tickets for merchandise with regard to store policies and procedures.	5.3, 5.6, 5.7	AQ3, AQ5, AQ6, AQ7, AQ8, AQ16	
Operates, maintains and stores a range of ticketing equipment according to: <ul style="list-style-type: none"> • store policy and procedures • industry codes of practice • manufacturer instructions and design specifications. 	5.3	Covered in Chapter 6	
Arranges correct pricing and information on merchandise according to store procedures, industry codes and government requirements.	5.3, 5.5, 5.7	AQ3, AQ5, AQ6, AQ7, AQ8, AQ16	
Identifies damaged, soiled or out-of-date stock and takes corrective action as required by store procedures and legislative requirements.	5.1, 5.7	AQ3, AQ7, AQ8	
Maintains display areas and replenishes stock as required according to store procedures and legislative requirements.	5.2,5.7	Covered in Chapter 6	
Performs correct manual handling, storage and display techniques according to: <ul style="list-style-type: none"> • stock characteristics • industry codes of practice • OHS legislation and codes of practice. 		AQ1, AQ2, AQ10, AQ14, AQ15	

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Element		Performance criteria		Task	Assessment	Page
1	Identify requirements for display	1.1	Identify purpose, audience and products for each display.	6.1	1	
		1.2	Identify organisational requirements and research relevant information where required.	6.1, 6.2	1	
		1.3	Identify available budget and resources required to create the display.		1	
		1.4	Identify and consider constraints or factors that may affect the creation of the display.	6.3	1	
2	Develop display ideas	2.1	Generate ideas for the display using creative thinking techniques.	6.3	1	
		2.2	Test ideas against display and organisational requirements.	6.3	1	
		2.3	Discuss display options with relevant personnel.	6.3, 6.4	1	
		2.4	Modify display ideas and refine according to feedback and confirm with relevant personnel.	6.4	1	
3	Plan and build displays	3.1	Develop ideas into simple display plans.	6.4	1	
		3.2	Source resources, materials and products to meet plan requirements.	6.5	1	
		3.3	Create displays following display plans.		2	
		3.4	Seek assistance from relevant personnel where required.	6.6	2	
		3.5	Review display and make refinements as required.	6.6	2	
4	Maintain displays	4.1	Regularly clean and tidy displays and replace products as necessary according to display plans.	6.7	2	
		4.2	Make changes or alterations to the display as appropriate.	6.7	2	

Required skills and knowledge	Task	Assessment	Page
Required skills			
Creative thinking skills	6.3	1	
Interpersonal communication skills to: <ul style="list-style-type: none"> • communicate display ideas to others • seek and accept feedback through clear and direct communication • use language and concepts appropriate to cultural differences • use and interpret non-verbal communication. 	6.3	1, 2	
Representing ideas in the form of a simple display plan.	6.4	1	
Observing when display needs to be changed, updated or altered.	6.7	2	
Maintaining display.	6.7	2	
Required knowledge			
Basic design principles, including: <ul style="list-style-type: none"> • colour • shape • use of space • flow of product. 	6.4	1, 2	
The audience for the display and what the display needs to communicate.	6.1	1, 2	
A variety of display options.	6.3, 6.4	1, 2	
Organisational requirements in terms of product display.	6.2	1	
Critical aspects for assessment and evidence required			
Identifies the requirements for a new display.	6.3, 6.4	1	
Creates a display plan that meets the requirements of the product, the audience and the organisation.	6.3, 6.4	1, 2	
Plans and builds the display plan and maintains the display.	6.3, 6.4	1, 2	

COMPETENCY MAPPING

Element		Performance criteria		Task	Assessment	Page
1	Apply product knowledge	1.1	Demonstrate knowledge of the use and application of relevant products and services according to store policy and legislative requirements.	7.3	2a	
		1.2	Develop product knowledge by accessing relevant sources of information.	7.1, 7.2, 7.3	Sa	
2	Approach customer	2.1	Determine and apply timing of customer approach.	7.4, 7.5	1a	
		2.2	Identify and apply effective sales approach.	7.4, 7.5	1a	
		2.3	Convey a positive impression to arouse customer interest.	7.4	1b	
		2.4	Demonstrate knowledge of customer buying behaviour.	7.5	1a–g	
3	Gather information	3.1	Apply questioning techniques to determine customer buying motives.	7.6	1b	
		3.2	Use listening skills to determine customer requirements.	7.6	1b	
		3.3	Interpret and clarify non-verbal communication cues.	7.6, 7.7	1b	
		3.4	Identify customers by name where possible.	7.8	2b	
		3.5	Direct customer to specific merchandise.	7.9	1c	
4	Sell benefits	4.1	Match customer needs to appropriate products and services.	7.9	1c	
		4.2	Communicate knowledge of products features and benefits clearly to customers.	7.10, 2.11	1c	
		4.3	Describe product use and safety requirements to customers.		1d	
		4.4	Refer customers to appropriate product specialist as required.		2c	
		4.5	Answer routine customer questions about merchandise accurately and honestly or refer to senior sales staff.		1e	

Element		Performance criteria		Task	Assessment	Page
5	Overcome objections	5.1	Identify and accept customer objections.		1f, 2d	
		5.2	Categorise objections into price, time and merchandise characteristics.	7.12	1f	
		5.3	Offer solutions according to store policy.	7.12	1f	
		5.4	Apply problem solving to overcome customer objections.	7.12	1f	
6	Close sale	6.1	Monitor, identify and respond appropriately to customer buying signals.	7.13	1g	
		6.2	Encourage customer to make purchase decisions.		1g	
		6.3	Select and apply appropriate method of closing sale.	7.13	1g	
7	Maximise sales opportunities	7.1	Recognise and apply opportunities for making additional sales.		1h	
		7.2	Advise customer of complementary products or services according to customer's identified need.	7.14	1h	
		7.3	Review personal sales outcomes to maximise future sales.		1a–h, 2e	

Required skills and knowledge	Task	Assessment	Page
Required skills			
Selling techniques, including: <ul style="list-style-type: none">• opening techniques• recognising buying signals• strategies to focus customer on specific merchandise• add-ons and complementary sales• overcoming customer objections• closing techniques.	7.4, 7.13	1a–h	
Verbal and non-verbal communication skills.	7.6, 7.7	1b	
Handling difficult customers.			
Negotiation skills.			
Sales performance appreciation.			
Questioning, listening and observation.			
Verbal and non-verbal communication skills.			
Literacy skills in regard to: <ul style="list-style-type: none">• reading and understanding product information• reading and understanding store policies and procedures• recording information.	7.1, 7.2	2a	

Required skills and knowledge	Task	Assessment	Page
Required skills			
Numeracy skills in regard to: <ul style="list-style-type: none"> handling payment for goods weighing and measuring goods. 			
Required knowledge			
Store policies and procedures, in regard to: <ul style="list-style-type: none"> selling products and services allocated duties and responsibilities. 	7.10	1a–i	
Store merchandise and service range.	7.3	1, 2a	
Specific product knowledge for area or section.		1	
Relevant legislation and statutory requirements.		1d, 2f	
Relevant industry codes of practice.		1d, 2g	
Customer types and needs, including: <ul style="list-style-type: none"> customer buying motives customer behaviour and cues individual and cultural differences demographics, lifestyle and income types of customer needs, e.g. functional, psychological. 	7.5, 7.13	1a–h	
Critical aspects for assessment			
Applies product knowledge and uses appropriate sales approach to sell the benefits of products and services, overcome objections and close sales.	7.3, 7.9, 7.10	1a–h	
Uses questioning, listening and observation skills to determine customer requirements.	7.4, 7.6, 7.7	1b	
Consistently applies store policies and procedures in regard to selling products and services.	7.10	1a–h	
Maximises sales opportunities according to store policies and procedures.		1h, 2h	
Consistently applies industry codes of practice, relevant legislation and statutory requirements in regard to selling products and services.		1a–h	
Evaluates personal sales performance to maximise future sales.		1i, 2e	

MAPPING GUIDE

Element and performance criteria		Task	Assessment	Relates to page
1.1	Follow safety procedures to achieve a safe work environment, according to all relevant WHS legislation, including codes of practice relating to particular hazards in the industry or workplace.	8.1	1,2	
1.2	Identify and report unsafe work practices, including faulty plant and equipment according to store policy and procedures.	8.1	1,2	
1.3	Manage dangerous goods and substances according to store policy and relevant legislation.	8.2	1	
1.4	Identify potential manual handling risks and manage manual handling tasks according to store policy.	8.1	1	
1.5	Report work-related incidents and accidents to designated personnel.	8.2,8.3	1	
1.6	Participate in consultative processes and procedures for WHS.	8.4	2	
2.1	Follow fire and emergency procedures, including store evacuation, according to store policy and legislation.	8.5	1,2	
2.2	Identify designated personnel responsible for first aid and evacuation procedures.			
2.3	Accurately identify safety alarms.			

Element and performance criteria		Task	Assessment	Relates to page
1.1	Clearly and accurately explain store policy and procedures in regard to WHS and emergency procedures to team members.	8.3	2	
1.2	Ensure access for team members to store WHS policy and procedures.	8.4	2	
1.3	Clearly and accurately explain relevant provisions of WHS legislation and codes of practice to team members.	8.4	2	
1.4	Regularly provide clear and accurate information on identified hazards and risk control procedures to team members.	8.2	1,2	
1.5	Model the implementation of WHS and emergency procedures to reinforce information.	8.3	1,2	
2.1	Provide opportunities and processes for team members to consult and contribute on WHS issues according to store policy.	8.2, 8.4	2	

Element and performance criteria		Task	Assessment	Relates to page
2.2	Promptly resolve issues raised or refer to relevant personnel according to store policy.	8.3, 8.4	2	
2.3	Promptly convey outcomes of issues raised on WHS matters to team members.	8.4	2	
3.1	Implement store policy and procedures with regard to identifying, preventing and reporting potential hazards.	8.1	1,3	
3.2	Take prompt action to deal with hazardous events according to store policy.	8.4	2,3	
3.3	Investigate unsafe or hazardous events, identify cause, and report inadequacies in risk control measures or resource allocation for risk control to relevant personnel.	8.1,8.2	3	
3.4	Implement and monitor control measures to prevent recurrence and minimise risks of unsafe and hazardous events according to store policy and hierarchy of control.	8.4	3	
3.5	Handle and store hazardous goods according to store policy and WHS regulations.	8.2	3	
3.6	Maintain equipment according to store policy and WHS regulations.		2,3	
3.7	Monitor team performance to ensure use of safe manual handling techniques.	10.1		
3.8	Implement store emergency policy and procedures promptly in the event of an emergency	8.4		
4.1	Identify WHS training needs, specifying gaps between WHS competencies required and those held by team members.	8.4	2,3	
4.2	Organise and arrange training according to store policy.			
5.1	Complete and maintain WHS records regarding occupational injury and disease according to store policy and legislative requirements.	8.2,8.4	2,3	
5.2	Use information from records to identify hazards and monitor risk control procedures according to store policy.	8.4, 8.5	2,3	

Required skills and knowledge	Task	Assessment	Relates to page
Required Skills:			
• Communication and interpersonal skills to:	8.1	2,3	
– report unsafe work practices, faulty plant and equipment and incidents and accidents through clear and direct communication			
– share information		2,3	
– use and interpret non-verbal communication	8.4	1,2,3	
• literacy and numeracy skills to:	8.2	3	
– estimate weights, size, quantities and mixtures			
– interpret symbols used for WHS signage	8.5	1	
– read and interpret instructions	8.1,8.2, 8.3, 8.4, 8.5	1,2,3	
• technical skills to:	8.4	1	
– identify broken or damaged equipment			
– identify hazardous goods and substances	8.2	1	
– locate and use safety alarms, fire extinguishers, and emergency exits	8.5	2	
– dispose of waste appropriately	8.1	1	
– handle broken or damaged equipment	8.1, 8.4	1	
– identify hazardous goods and substances	8.2	1	
– locate and identify emergency exits and use safety alarms and fire extinguishers	8.5	1,2	
– store and use chemicals and hazardous substances	8.2	1,2,3	
– use personal protective gear and equipment	8.2	3	
– report unsafe work practices, faulty plant and equipment and incidents and accidents through clear and direct communication	8.1, 8.4	2,3	

Required Knowledge:			
• strategies for controlling risks through the hierarchy of control, including:	8.2	1,3	
– appropriate use of personal protective clothing			
– eliminating hazards	8.1, 8.4		
– isolating hazards	8.3		
– using administrative controls	8.1		
– using engineering controls	8.1		
– first aid procedures	8.5		
• identification of hazards in the workplace, including:			
– fire, chemical and electrical hazards	8.1	1,3	
– managing broken or faulty equipment	8.1, 8.4		
– slip, trips and falls	8.1		
– spills and leakage of materials	8.1		
– storage of dangerous goods and hazardous substances	8.1		
– waste	8.1		
• hierarchy of risk control:	8.1, 8.5	1,2,3	
– elimination of hazards			
– engineering controls to reduce risk			
– administrative controls			
– use of personal protective equipment			
• job role and responsibilities	8.3	1,2,3	
• location of nearest first aid assistant or facility	8.5	2	
• manual handling and safe lifting techniques	10.1	1	
• possible fire and safety hazards	8.1	2	
• principles and techniques in interpersonal communication	8.4	2,3	
• relevant WHS legislation and codes of practice		1,2	
• sickness and accident procedures	8.1	3	
• store policies and procedures in regard to:	10.1	1	
– manual handling			
– WHS emergency procedures	8.5	2	
– unsafe or hazardous goods	8.2	1	
– handling and storage	8.2	1	

Required Knowledge:			
– disposal		1	
– bomb threat procedures		1	
– store evacuation		1	
• management of WHS, including:	8.4	2,3	
– communication and consultation processes			
– interpreting symbols for WHS signage	8.2	1	
– manual handling procedures	10.1	1	
– reporting procedures	8.1, 8.4	1,2	
• store policies and procedures in regard to:			
– rights and responsibilities of designated personnel responsible for health and safety in the workplace	8.5	1,2,3	
– WHS emergency procedures		1,2,3	
– relevant industry codes of practice		1,2	
– state and territory legislation and regulations		1,2	
Critical aspects for assessment and evidence			
• applies safe work practices, in all areas of the store, according to WHS and codes of practice	8.1, 8.2, 8.4, 8.5	1,2,3	
• applies appropriate store policies and procedures and legislative requirements in regard to following basic safety procedures and reports faults and problems to relevant person, department or committee	8.1, 8.4	1,2,3	
• identifies hazardous situations and rectifies where appropriate, or reports to the relevant personnel according to store policy and procedures	8.2	1,2,3	
• reads, interprets and applies manufacturer instructions for using and storing hazardous goods	8.2	1	
• applies store policies and procedures with regard to emergency situations, evacuation, or accident and illness in the store.	8.1, 8.3, 8.5	1,2	

MAPPING GUIDE

Element and performance criteria		Task	Assessment	Relates to page
1.1	Perform register or terminal balance at designated times according to store policy and procedures.	9.2	1,2	
1.2	Separate cash float from takings prior to balancing procedure and secure according to store policy.	9.1		
1.3	Supply change to register or terminal according to store policy.			
1.4	Obtain and interpret register or terminal reading or print-out.	9.2		
1.5	Secure cash and non-cash documents according to store security policy and procedures.	9.3		
2.1	Count cash accurately.	9.1		
2.2	Calculate non-cash documents accurately.			
2.3	Determine balance between register or terminal reading and sum of cash and non-cash transactions.			
2.4	Report discrepancies between register or terminal reading and sum of cash and non-cash transactions to relevant personnel according to store policy.			
2.5	Record store and individual department takings and file records according to store policy.			

Required skills and knowledge	Task	Assessment	Relates to page
Required Skills:			
• literacy and numeracy skills to:	9.1,9.2	1,2	
– balance the register or terminal			
– count cash			
– calculate non-cash transactions			
– interpret documentation			
– report on takings			
– calculate discrepancies between reported and actual takings			
– complete documentation			
• planning and organising skills to complete tasks in a set timeframe			
• technology skills to operate register or terminal	9.2		

Required Knowledge:			
• cash and non-cash handling procedures, including:	9.2	1,2	
– balancing point-of-sale terminal			
– calculating non-cash documents	9.2		
– change required and denominations of change	9.1,9.2		
– EFTPOS			
– gift vouchers			
– lay-by			
– maintenance of cash float	9.1		
– clearance of terminal and transference of tender			
– counting cash			
– credit and returns			
– credit cards			
– opening and closing point-of-sale terminal		1,2	
– recording takings	9.1,9.2	2	
– security of cash and non-cash transactions	9.3	2	
• store policy and procedures in regard to:	All completed in 1,2		
– cash float			
– operation of equipment used at register or terminal			
– register or terminal balance			
– security of cash and non-cash transactions			
Critical aspects for assessment and evidence			
• operates register or terminal equipment according to manufacturer instructions and store policy		1,2	
• applies store policy and procedures in regard to handling cash and removing takings from register or terminal			
• applies store policy and procedures in regard to cash float			
• applies store policy and procedures in regard to reading registers and recording information			
• processes documentation and records responsibly and according to store policy and procedures			
• reconciles takings according to store policy and procedures.			

MAPPING GUIDE

Element and performance criteria		Task	Assessment	Relates to page
1.1	Delegate responsibility for receipt and dispatch of goods to appropriate staff.	10.1	1,2	
1.2	Implement store procedures in regard to receipt, dispatch and secure storage of goods.		2	
1.3	Observe staff functions to ensure store procedures are followed and documentation is completed correctly.		2	
1.4	Implement store procedures to ensure goods inspected for quantity and quality on receipt.		2	
1.5	Act upon variations to quantity and quality of delivered goods, according to store policy and procedures.		1,2	
1.6	Supervise safe handling and storage of goods,		2	
2.1	Monitor and maintain stock levels at required levels.	10.2	2	
2.2	Maintain, monitor and adjust stock reorder cycles as required.		2	
2.3	Inform team members of their individual responsibilities in regard to recording of stock.		2	
2.4	Maintain stock storage and movement records, according to store policy.		2	
2.5	Record stock discrepancies and follow procedures according to store policy.		2	
2.6	Monitor stock performance and identify and report fast and slow selling items according to store policy.		2	
3.1	Interpret policy and procedures in regard to stocktaking and cyclical counts and explain to team members.	10.3	2	
3.2	Roster staff, according to allocated budget and time constraints.		2	
3.3	Allocate stocktaking tasks to individual team members.		2	
3.4	Provide team members with clear directions for the performance of each task.		2	
3.5	Allocate team members to ensure effective use of staff resources to complete task.		2	
3.6	Produce accurate reports on stocktake data, including discrepancies, for management.		2	

Element and performance criteria		Task	Assessment	Relates to page
4.1	Identify, record and assess losses against potential loss forecast on a regular basis.	10.4	1,2	
4.2	Identify avoidable losses and establish reasons.		2	
4.3	Recommend and implement possible solutions.		1,2	
5.1	Process and raise orders for stock as requested, according to store policy and procedures.	10.5	2	
5.2	Maintain ordering and recording system.		2	
5.3	Ensure availability of sample range, according to buying plan.		2	
5.4	Order pricing materials as required.		2	
5.5	Record negotiated purchase and supply agreements and file for retrieval.		2	
6.1	Monitor delivery process to meet agreed deadlines.	10.6	2	
6.2	Handle routine supply problems or refer to management as required by store policy.		2	
6.3	Maintain ongoing liaison with buyers, store or departments, warehouse and suppliers to ensure continuity of supply.		2	
6.4	Distribute stock, according to store or department allocation.		2	

Required skills and knowledge	Task	Assessment	Relates to page
Required Skills:			
• technical skills to:	10.5		
– use store stocktaking systems			
– use electronic recording equipment			
• interpersonal skills to:	10.3, 10.6		
– inform team members of their responsibilities and give instructions			
– explain policies and procedures to staff			
– allocate tasks and provide directions for performance of tasks			
– liaise with buyers, store and departments, warehouse and suppliers through clear and direct communication			
– ask questions to identify and confirm requirements			
– use language and concepts appropriate to cultural differences			
– use and interpret non-verbal communication			
• management skills to coordinate stocktakes	10.3		

Required Skills:				
• literacy and numeracy skills to:		10.2, 10.3, 10.5, 10.6		
– prepare and present stock control reports and documentation				
– process orders				
– maintain delivery and supply records				
– maintain stock distribution records				
– maintain stock ordering and recording systems				
• negotiation skills to handle supply problems		10.6		
Required Knowledge:				
• store policy and procedures in regard to:		10.1, 10.2, 10.3, 10.4, 10.5, 10.6		
– stock control				
– store merchandising system				
– current and future stock levels				
– bar codes, labels and price tags				
– store stock recording system				
– stock replenishment and reorder procedures				
– inter- and intra-store and department transfers				
– reporting of stock discrepancies and damage				
– identifying and recording stock losses				
– identifying and recording discrepancies				
– existing suppliers				
– quality control procedures and requirements				
– receipt and dispatch of goods, including inspection for quality and quantity				
• relevant licensing requirements for moving stock mechanically		10.1		
• relevant legislation and statutory requirements				
• relevant industry codes of practice				
• relevant Work Health and Safety (WHS) legislation and codes of practice				

Critical aspects for assessment and evidence

<ul style="list-style-type: none"> consistently implements and monitors store policy and procedures regarding receipt, dispatch and secure storage of goods 	10.1, 10.2, 10.3, 10.5, 10.6		
<ul style="list-style-type: none"> regularly monitors staff implementation of store procedures and documentation in regard to receipt, dispatch and secure storage of goods 	10.1, 10.4		
<ul style="list-style-type: none"> monitors stock levels, storage, movement and reorder cycles on a regular basis 	10.2, 10.3		
<ul style="list-style-type: none"> organises and coordinates stocktake, according to store policy and procedures 	10.3		
<ul style="list-style-type: none"> consistently raises and processes stock orders and maintains record system according to store policy and procedures 	10.5		
<ul style="list-style-type: none"> monitors delivery processes and distributes stock to ensure continuity of supply. 	10.1, 10.2, 10.6		

MAPPING GUIDE

Element and performance criteria		Task	Assessment	Relates to page
1.1	Apply store security systems and procedures according to store policy.	11.1, 11.2	1,2	
1.2	Handle and secure cash according to store policy and procedures.	11.1	2	
1.3	Observe and deal with suspicious behaviour of customers according to store policy and legislative requirements.	11.2	1,2	
1.4	Deal with internal and external theft according to store policy and legislative requirements.		1,2	
1.5	Store products and equipment in a secure manner according to store policy and procedures.		1,2	
2.1	Take appropriate action to minimise theft by applying store procedures and legislative requirements.	11.3	2	
2.2	Match merchandise to correct price tags according to store procedures.		1	
2.3	Maintain surveillance of merchandise according to store policy and legislative requirements.	11.3	1,2	
2.4	Check customers' bags as required at point of sale according to store policy and legislative requirements.		1,2	
2.5	Maintain security of cash, cash register and keys according to store policy.	11.1	2	
2.6	Maintain security of stock, cash and equipment in regard to customers, staff and outside contractors according to store policy and legislative requirements.		2	
2.7	Deal with suspected or potential	11.3	1,2	
3.1	Handle and store stock to minimise loss through damage or deterioration.	11.4	1	
3.2	Ensure effective stock rotation to minimise stock loss through wastage.		1	
3.3	Ensure correct stock amounts are prepared for individual transactions to minimise stock loss from over-supply.		1	

Required skills and knowledge	Task	Assessment	Relates to page
Required Skills:			
• communication and interpersonal skills to relate positively to customers while conducting routine security procedures, such as bag checking	11.3	1,2	
• literacy and numeracy skills to:	10.3, 11.2, 11.2, 11.4		
– count or measure stock		2	
– interpret manufacturer handling and storage instructions and store procedures		1	
– handle cash		2	
– record stolen items		2	
– report theft		2	
• observation skills to identify suspicious behaviour	11.4	2	
• technical skills to manually handle and store stock	10.1, 11.4	1	
Required Knowledge:			
• location and operation of store security equipment	11.2		
• reporting procedures for internal and external theft or suspicious circumstances	11.3	1,2	
• security procedures relating to cash and non-cash transactions	11.2, 11.3	1,2	
• store policy and procedures in regard to:	11.1, 11.2	1	
– checking customers' bags and purchases			
– counting, measuring and weighing stock		1	
– dealing with suspicious behaviour and actual theft	11.3	1,2	
– handling and storage of stock	11.4	1	
– reporting problems and faults	11.1	1,2	
– security	11.1, 11.2	1,2	
– stock rotation	11.1, 11.4	1	
Critical aspects for assessment and evidence			
• applies store policy and procedures and legislative requirements, including industry codes of practice in regard to store security and theft prevention in a range of contexts and situations	11.1, 11.2, 11.3, 11.4	1,2	
• applies store policy and procedures in regard to following security procedures and reporting theft or suspicious behaviour to relevant personnel	11.1, 11.3	2	
• monitors stock, work area, customers and staff to minimise opportunities for theft.	11.3	1,2	

COMPETENCY MAPPING

Element		Performance criteria		Task	Assessment	Page
1	Monitor and organise staffing levels	1.1	Maintain staffing levels and rosters in designated areas within budget and according to store policy and procedures and legislative requirements.	1	1, 2 (AQ 2, 5, 6, 11)	
		1.2	Roster team according to anticipated sales peaks and statutory requirements.	1,6	1, 2 (AQ 2, 5, 6, 11)	
		1.3	Inform team members of individual rosters according to store policy and procedures.	2	1, 2 (AQ5, 10)	
		1.4	Take corrective action as needed, according to staff availability.	6	1, 2 (AQ5)	
2	Inform team members	2.1	Inform team of expected standards of work and behaviour required by store policy in a manner and at a level and pace appropriate to the individual.	2	2 (AQ7, 9, 10, 12)	
		2.2	Implement staff communication and motivation programs according to store policy.	6	2 (AQ7, 10, 11)	
		2.3	Compare store targets to individual and team results.	3	2 (AQ7, 11)	
		2.4	Conduct staff meetings to address issues within area of authority according to store policy.	4	1, 2 (AQ8, 10, 11)	
		2.5	Perform staff induction into teams, according to store policy.	5	1, 2 (AQ1, 10)	
3	Coach on the job	3.1	Identify opportunities to coach team members who are unfamiliar with specific procedures.	6	1, 2 (AQ10)	
		3.2	Make team members aware of the work application of the competency or job being taught.		1, 2 (AQ10)	
		3.3	Use a systematic approach, including explanation and demonstration where appropriate.		1, 2 (AQ10)	
		3.4	Encourage trainees by positive comments and feedback.		1, 2 (AQ8)	
		3.5	Design feedback during instruction to help trainees learn from their mistakes.		1, 2 (AQ8)	
		3.6	Encourage and guide trainees to evaluate their own performance and diagnose it for improvement.		1	
		3.7	Evaluate trainee's performance, according to store policy and procedures.		1, 2 (AQ10)	

Element			Performance criteria	Task	Assessment	Page
4	Motivate the team	4.1	Identify strengths and weaknesses of team against current and anticipated work requirements.	6	1, 2 (AQ7, 12)	
		4.2	Encourage individuals within the team to contribute to discussion and planning of team objectives and goals.	6	1, 2 (AQ3, 4, 12)	
		4.3	Update and review team objectives and goals on a regular basis in consultation with relevant personnel.	6	2 (AQ4, 12)	
		4.4	Develop positive and constructive relationships with and between team members.		1, 2 (AQ3, 10, 12)	
		4.5	Treat all team members fairly, equally and with respect.		1, 2 (AQ3, 10, 11)	
		4.6	Accept responsibility for developing own competencies and identify realistic objectives.	8	1, 2 (AQ8)	
5	Maintain staffing records	5.1	Maintain staff records as required, according to store policy and relevant awards and agreements.	9	1, 2 (AQ2, 6, 11)	

Required skills and knowledge	Task	Assessment	Page
Required skills			
<p>Interpersonal skills to:</p> <ul style="list-style-type: none"> inform team members of rosters conduct staff meetings coach team members, including explaining and demonstrating provide feedback and encouragement through clear and direct communication ask questions to identify and confirm requirements give instructions and provide constructive feedback use language and concepts appropriate to cultural differences use and interpret non-verbal communication. 	2, 3, 4, 5, 6, 7	1, 2 (AQ1, 3, 4, 5, 7, 8, 9, 10, 12)	
<p>Literacy skills to:</p> <ul style="list-style-type: none"> interpret workplace documents report procedures. 	3, 4, 5, 8, 9	1, 2 (AQ2, 6, 7, 11)	

Required knowledge			
Store policy and procedures in regard to: <ul style="list-style-type: none"> • workplace ethics • work teams • staffing rosters • personnel records • trainee assessment • supervising new apprentices • staff counselling and disciplinary procedures • work and overtime periods • meetings • housekeeping. 	1, 2, 4, 5, 6	1, 2 (AQ1, 2, 3, 4, 5, 6, 7, 9, 10, 12)	
Store organisation structure	5	1, 2 (AQ5, 7)	
Rights and responsibilities of employers and employees in retail workplace	1, 9	1, 2 (AQ2, 5, 6, 11, 12)	
Award and agreement requirements, including employee classifications, such as full-time, part-time and casual.	1, 9	1, 2 (AQ2, 5, 6, 11)	
Forms of work in retail.	6	1, 2 (AQ2, 7, 8, 9)	
Major changes affecting retail workplaces.	7	2 (AQ7, 8, 9)	
Principles and techniques in interpersonal communication.	7	1	
Relevant legislation and statutory requirements such as: <ul style="list-style-type: none"> • equal employment opportunity (EEO) legislation • anti-discrimination legislation • industry awards and agreements. 	1, 9	1, 2 (AQ2, 5, 6, 10, 11)	
Relevant Work Health and Safety (WHS) regulations.	1, 9	1, 2 (AQ2, 5, 6, 11)	
Critical aspects of evidence			
Consistently and responsibly applies store policy and procedures and ethical behaviour in regard to the coordination of staff.	2, 9	1, 2 (AQ7, 8)	
Consistently applies store policies and procedures in regard to monitoring, organising, maintaining staff levels, communicating with staff, mentoring, coaching and motivating staff.	2, 4, 5, 6	1, 2 (AQ4, 5, 7, 8, 9, 12)	
Consistently and responsibly applies store policy and procedures in regard to the induction of new staff.	5	1, 2 (AQ1, 8, 12)	
Consistently and responsibly applies store policy and procedures in regard to maintaining staffing levels and coordinating work teams within budgetary constraints.	6, 9	1, 2 (AQ4, 5, 7, 12)	
Consistently applies state and local statutory requirements and regulations, including relevant industry awards and agreements.	1, 9	1, 2 (AQ2, 5, 6, 10, 11)	
Consistently applies appropriate communication and interpersonal skills when motivating the team and informing staff of roles and responsibilities.	5	1, 2 (AQ10)	
Reports suggestions for improvements in procedures to management.	8, 9	1, 2 (AQ12)	

COMPETENCY MAPPING

Element		Performance criteria		Task	Assessment	Page
1	Interpret the need for innovation	1.1	Observe the need for innovation within the workplace context.	1	1, 2 (AQ1, 4)	
		1.2	Challenge assumptions about products and processes to identify opportunities for innovation.	1,5	1, 2 (AQ1, 4)	
		1.3	Project possible future contexts and environments for innovation.	2,5	1, 2 (AQ4)	
		1.4	Define end user requirements.	2	1, 2 (AQ4)	
		1.5	Identify resources and constraints.	2	1, 2 (AQ1)	
		1.6	Research factors and ethical considerations that may impact on the idea.	5	1	
		1.7	Access relevant organisational knowledge.	5	1, 2 (AQ1)	
2	Generate ideas	2.1	Conceptualise ideas using a range of creative thinking techniques.	3	1, 2 (AQ2)	
		2.2	Apply relevant knowledge to explore a range of approaches.	3	1	
		2.3	Seek stimulation from alternative sources.	3,5	1, 2 (AQ4)	
		2.4	Test ideas against brief and other factors.	4,5	1	
		2.5	Select preferred option.	5	1	

Element		Performance criteria		Task	Assessment	Page
3	Collaborate with others	3.1	Develop ideas in conjunction with relevant people.	3,6	1, 2 (AQ1)	
		3.2	Seek and accept feedback from relevant people in an appropriate fashion.	4,6	1, 2 (AQ3)	
		3.3	Modify ideas according to feedback.	7	1, 2 (AQ3)	
		3.4	Maintain and utilise a network of peers to discuss ideas.	8	1, 2 (AQ3)	
4	Analyse and reflect on ideas	4.1	Analyse ideas from different perspectives.	4,9	1, 2 (AQ4, 5)	
		4.2	Use appropriate strategies to capture reflections.	9	1, 2 (AQ5)	
		4.3	Examine ideas to ensure they meet context requirements, best practice and future needs.	9,10	1, 2 (AQ4, 5, 6)	
		4.4	Allow time for the development and analysis of ideas.	9	2 (AQ5, 7)	
5	Represent ideas	5.1	Select an appropriate communication technique for the target audience.	11	1, 2 (AQ8)	
		5.2	Develop the presentation of the idea with the audience in mind.	11	1, 2 (AQ9)	
		5.3	Present the idea to educate and inform the client.	11	1, 2 (AQ9)	
		5.4	Modify the idea according to client feedback.	11	2 (AQ10)	
6	Evaluate ideas	6.1	Review ideas using appropriate evaluation methods to ensure they meet required needs.		1, 2 (AQ3, 10)	
		6.2	Modify ideas as required.		1	

Required skills and knowledge	Task	Assessment	Page
Required skills			
Interpersonal skills to: <ul style="list-style-type: none"> • collaborate with others and represent ideas through clear and direct communication • ask questions to identify and confirm requirements • use language and concepts appropriate to cultural differences • work within teams. 	3, 4, 5, 6, 7, 8, 11	1, 2 (AQ3, 8, 9)	
Analytical and lateral thinking skills to examine self and external factors.	1, 2, 4, 5, 9, 10	1, 2 (AQ1, 2, 5, 6)	
Required knowledge			
Relevant technical knowledge.	10	1, 2 (AQ4, 6)	
Broad industry and market knowledge.	4, 8, 10	1, 2 (AQ3, 4, 6, 7)	
Organisational culture.	3, 4, 6	1, 2 (AQ1, 6, 9)	
Social, environmental and work culture impacts.	2	1, 2 (AQ6, 8, 9)	
Principles of innovation.	3, 5	1, 2 (AQ2, 11, 12)	
Critical aspects of evidence			
Interprets the need for innovation in the workplace.	1	1, 2 (AQ1, 4)	
Identifies resources and constraints and researches affecting factors when generating innovative ideas.	2, 4	1	
Generates ideas using creative thinking techniques.	3	1, 2 (AQ2)	
Tests ideas against brief and other relevant factors.	4, 5	1, 2 (AQ4)	
Presents and discusses ideas with relevant people.	6, 7, 8	1, 2 (AQ3)	
Seeks feedback and modifies ideas accordingly.	7, 10	1, 2 (AQ6, 7)	
Analyses and reflects on ideas to ensure they meet end user requirements.	9	1, 2 (AQ5)	
Presents ideas using appropriate communication methods.	11	1, 2 (AQ8, 9)	
Reviews and modifies ideas using appropriate evaluation methods.	11	1, 2 (AQ10)	