

Certificate IV in Retail Management

SIR40212

Unit Descriptions & Evidence
Required to Demonstrate
Competency



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Course Description

This qualification provides the skills and knowledge for an individual to be competent in frontline management skills of those working in a retail or business-to-business environment. It applies to those who are managing a small retail outlet, a section or department within a larger retail store, a small business-to-business outlet, or a section or department within a larger business or franchise.

Job roles

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

- manage a small to medium sized retail store group or franchise outlet
- manage an independent retail store
- manage a business-to-business outlet
- departmental or section management in a retail or business-to-business enterprise
- functional management roles, such as merchandise management
- manage an inside or outside sales team in a business-to-business company.

Possible job titles

- department manager
- merchandise manager
- customer service manager
- shift manager
- small business retail owner

Pathways Information

This qualification is suitable for an Australian Apprenticeship pathway but is **not appropriate** for VET in Schools (VETiS) delivery.

Pathways from the qualification

After achieving SIR40212 Certificate IV in Retail Management, individuals may undertake:

- SIR50112 Diploma of Retail Management
- SIR80112 Vocational Graduate Certificate in Retail Leadership.

Entry Requirements

There are no entry requirements for this qualification.

What you must do to complete the course

To be awarded BSB40212 Certificate IV in Retail Management, competency must be achieved in 10 units as noted on the contents page.

SIRXMER405 (Core) Manage store presentation and pricing

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to apply knowledge of store merchandising to plan and manage store promotions, and manage store pricing policies and housekeeping. It includes interpreting and complying 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.

Application of the Unit

This unit applies to frontline retail managers.

Evidence Guide

Critical aspects for assessment and evidence required to demonstrate competency in this unit

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Evidence of the following is essential for a participant to demonstrate competency in this unit:

- assesses layout and presentation of merchandise against store visual merchandising policies and procedures
- assesses effectiveness of layout and presentation, according to sales targets and predetermined objectives
- collaboratively plans, coordinates and implements advertising and promotional activities according to store policies and procedures
- assesses and reports on effectiveness of advertising and promotions to staff and management according to store policies and procedures
- collaboratively plans, coordinates and implements pricing activities, according to store policies and procedures
- collaboratively plans, coordinates and implements housekeeping activities, according to store policies and procedures and WHS legislation, regulations and codes of practice.

SIRXMGT003A (Core) Lead and manage people

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to lead and manage teams.

Application of the Unit

This unit applies to team leaders or managers who are responsible for communicating team objectives, developing and improving teams, delegating responsibility, consultation and actively supporting team members to achieve goals and store plans and targets.

Evidence Guide

Critical aspects for assessment and evidence required to demonstrate competency in this unit

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

Evidence of the following is essential for a participant to demonstrate competency in this unit:

- establishes effective and collaborative teams to achieve common objectives
- manages teams to perform effectively and collaboratively by:
 - using a leadership style that supports store image, culture and business strategic direction
 - creating an environment to achieve high standards
 - maintaining effective communication with staff
 - leading by example
 - consulting honestly and openly
 - dealing with difficult situations fairly, openly and promptly
 - evaluates, analyses and enhances own leadership style
 - evaluates and improves the effective performance of teams
 - leads teams in an effective, open, consultative and supportive manner
 - delegates appropriate responsibility and authority to team members.

SIRXWHS403 (Core) Provide a safe work environment

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to develop and implement policies and procedures relating to work health and safety (WHS) issues.

It involves consulting with staff, assessing and controlling risks, establishing and maintaining record systems, and evaluating policies and procedures. It is based on the National Occupational Health and Safety Commission (NOHSC) guidelines.

Application of the Unit

This unit applies to senior management personnel responsible for ensuring that the workplace environment complies with WHS requirements.

Evidence Guide

Critical aspects for assessment and evidence required to demonstrate competency in this unit

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Evidence of the following is essential for a participant to demonstrate competency in this unit:

- maintains, manages and applies safe work practices, including necessary resources, control measures and risk assessments, in all areas of the store, according to relevant legislation
- maintains, manages and applies emergency procedures according to store policy and procedures
- develops and manages store policy and procedures in regard to the consistent application by staff members of safe work practices, for the provision of services and safe use of products
- establishes and maintains consultative processes in regard to WHS
- allocates and manages staff responsibility for WHS guidelines
- develops and implements staff training programs that relate to WHS, health and hygiene legislation, and industry codes of practice
- establishes and maintains systems for maintaining WHS records
- evaluates, reviews and makes recommendations for improvements with regard to store policy and procedures in WHS and store emergency procedures.

BSBMGT516C Facilitate continuous improvement

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to lead and manage continuous improvement systems and processes. Particular emphasis is on the development of systems and the analysis of information to monitor and adjust performance strategies, and to manage opportunities for further improvements.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Application of the Unit

This unit applies to managers who take an active role in managing a continuous improvement process in order to achieve an organisation's objectives. Where managers are closely associated with the creation and delivery of products and services, they play an important part in influencing the ongoing development of the organisation.

At this level, work will normally be carried out using 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.

Evidence Guide

Critical aspects for assessment and evidence required to demonstrate competency in this unit

The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Evidence of the following is essential for a participant to demonstrate competency in this unit:

- development and use of a range of strategies and approaches that improve work outcomes or organisational functioning, using continuous improvement models
- monitoring performance and customer service.

SIRXCCS304 (Elective) Coordinate interaction with customers

Unit Descriptor

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 covers the 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.

Application of the Unit

The unit applies to staff with team leadership and managerial responsibility.

Evidence Guide

Critical aspects for assessment and evidence required to demonstrate competency in this unit

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Evidence of the following is essential for a participant to demonstrate competency in this unit:

- proactively coordinates a team in the provision of quality customer service according to store policy by:
 - allocating tasks
 - applying store policy
 - consulting with staff
 - conveying relevant information
 - identifying deficiencies
 - monitoring performance
 - motivating staff
 - solving routine problems
- provides accurate feedback to management on operational and procedural matters related to provision of customer service
- supervises the resolution of customer complaints according to store policy.

SIRXMER304 (Elective) Present products

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to produce a range of displays and product presentations. It involves applying visual display knowledge, safely maintaining and using a simple tool kit, and accessing and organising relevant materials and equipment.

Application of the Unit

This unit applies to frontline visual merchandising and sales team members.

Evidence Guide

Critical aspects for assessment and evidence required to demonstrate competency in this unit

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Evidence of the following is essential for a participant to demonstrate competency in this unit:

- adheres to safe work practices
- suspends display cards in vertical and horizontal formats
- uses individual visual displays to demonstrate the effective use of colour and the application of design principles
- produces and suspends styrene shapes in vertical and horizontal formats
- uses visual displays incorporating suspension and under-staging techniques for a range of product categories.

SIRXRSK404 (Elective) Control store security

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to control store security according to organisational policy and relevant legislation.

It involves developing and implementing security procedures for the prevention of theft, ensuring the safety of all personnel in the event of a robbery, and monitoring all security procedures.

Application of the Unit

This unit applies to team members responsible for facilitating the detection and prevention of theft and stock loss and the safety and security of staff and customers in the event of robbery.

Evidence Guide

Critical aspects for assessment and evidence required to demonstrate competency in this unit

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Evidence of the following is essential for a participant to demonstrate competency in this unit:

- develops and implements security procedures to facilitate the detection and prevention of theft
- develops and implements procedures to ensure safety and security of internal and external clients in the event of robbery
- calculates, analyses and reports on the cost and potential impact of identified loss and dissipation on:
 - buying
 - ordering patterns
 - planning
 - budgeting
- develops and implements procedures for:
 - opening and closing premises
 - cash security
 - non-cash transactions
 - stock control to minimise loss and dissipation
- communicates procedures to staff and monitors implementation.

BSBCUS401B (Elective) Coordinate implementation of customer service strategies

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to advise on, carry out and evaluate customer service strategies, including the design of improvement strategies based on feedback. Operators may have responsibility to provide guidance or to delegate aspects of these tasks to others.

Application of the Unit

This unit applies to individuals with a broad knowledge of customer service strategies who contribute well developed skills in addressing customer needs and problems.

Evidence Guide

Critical aspects for assessment and evidence required to demonstrate competency in this unit

The evidence required to demonstrate competency in this unit must be relevant to workplace operations and satisfy holistically all of the requirements of the performance criteria and required skills and knowledge.

Evidence of the following is essential for a participant to demonstrate competency in this unit:

- identifying needs and priorities of the organisation in delivering services to customers
- responding to and reporting on customer feedback
- designing strategies to improve delivery of products and services
- knowledge of the principles of customer service.

SIRXSL002A (Elective) Advise products and services

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to apply a depth of specialist or general product knowledge and a need for experience and skill in offering advice to customers.

Application of the Unit

This unit applies to team member who develop, maintain and convey detailed and specialised product knowledge to customers and other staff in accordance with store policy and relevant legislation. Specialist sales personnel undertake this function.

Evidence Guide

Critical aspects for assessment and evidence required to demonstrate competency in this unit

The Evidence Guide provides advice on assessment and must be read in conjunction with the Performance Criteria, Required Skills and Knowledge, the Range Statement and the Assessment Guidelines for this Training Package.

Evidence of the following is essential for a participant to demonstrate competency in this unit:

- consistently applies store policies and procedures and industry codes of practice in regard to customer service and selling products and services
- develops, maintains and conveys product knowledge to customers and other staff
- applies detailed and specialised product knowledge to provide accurate advice according to the needs of the customer.

SIRXSL406 (Elective) Manage sales and service delivery

Unit Descriptor

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.

The 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 according to store policy.

Application of the Unit

This unit applies to staff with managerial responsibility.

Evidence Guide

Critical aspects for assessment and evidence required to demonstrate competency in this unit

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Evidence of the following is essential for a participant to demonstrate competency in this unit:

- maintains, monitors and evaluates sales and service delivery
- communicates sales and service targets and plans and provides feedback on operations and outcomes to relevant personnel according to store policy
- proactively improves sales and service delivery operations
- interprets and maintains data on sales and services delivery
- negotiates and arranges supply of goods according to store policy and procedures
- authorises pricing and payment agreements according to store policy and procedures
- maintains, monitors and evaluates supply of stock.