Retail Services Curriculum Framework - HSC Content overview - SALES AND SECURITY (Part 1)

Sales and security (Part 1)

- sell products and services
  - range available
    - product/service
      - features, benefits and limitations
      - use/application
      - care, handling and storage
      - warranty
      - price
      - complementary product(s) and/or service(s)
    - special offers
    - loyalty schemes
    - stock availability
    - procedures for taking order
    - payment methods
    - returns/refunds
    - after sales service
    - trading hours
  - knowledge required
    - workplace
      - sources of information
    - legislation applicable to particular product(s) and/or service(s)

- approaches a customer
  - methods
    - greeting
    - service
  - timing
  - opening techniques
  - customer buying behaviour
    - motives
      - emotional
      - rational
    - determine through questioning, listening and observation
  - making a sale
    - matching customer preferences, needs and expectations to appropriate product(s) and service(s)
    - answering routine customer questions
    - selling techniques
      - price
      - time
      - product/service characteristics
      - dissatisfaction with product/service
    - offer solution(s) within level of authority
  - closing a sale
    - customer buying signals or cues
    - techniques
  - customer objections
    - related to
      - price
      - time
      - product/service characteristics
      - dissatisfaction with product/service
    - offer solution(s) within level of authority
  - personal sales performance
    - strategies to improve and maximise future sales
    - importance for employer and employee

- minimise theft
  - internal and external
    - professional
      - amateur
      - opportunist
      - medical
      - categories/types of theft
    - stock
    - work areas
    - customers
    - employees
    - visitors, sales representatives, contractors and vendors
  - prevention
  - detection
  - apprehension
  - strategies
  - theft prevention
    - bag checks
  - dealing with suspicious behaviour and actual theft
  - workplace policy and procedures
  - reporting theft
  - recording of stolen items
  - legislative requirements
  - industry codes of practice and guidelines
  - minimise theft