

IMIVF57

Help customers to choose products in the automotive retail environment



Overview

This unit is about selling products and services to customers, including providing information to help them select and purchase those which are most suitable for their needs.

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Performance criteria

You must be able to:

Identify customer's product requirements

- P1 ensure you are courteous to customers and promote sales and goodwill through the way you talk with them
- P2 find out accurately what the customer is looking for from the information they give you
- P3 give clear explanations and suggestions about alternatives if you decide the customer's requirements are unrealistic
- P4 check whether the products and services most likely to meet the customer's requirements are available
- P5 give accurate advice on other courses of action when the customer's preferred part is not available
- P6 promote the alternatives that give the best match between the customer's requirements and the need to make sales

Provide information about the features and benefits of products

- P7 make sure you help each customer to understand the features and benefits of the products and services you tell them about
- P8 explain accurately the features and benefits of products and services and how they meet the customer's requirements
- P9 demonstrate the features of products and services where it is necessary
- P10 spend enough time with customers whilst making sure that the depot operation is not ignored

Confirm the customers' preferences and buying decisions

- P11 give opportunities to customers to find out enough about products and services in order to make a buying decision
- P12 provide customers with enough time to ask questions, seek clarification and make buying decisions
- P13 handle objections and queries in a way that promotes sales and keeps the customer's confidence
- P14 identify and take opportunities for selling associated or additional products and services
- P15 clearly acknowledge the customer's buying decisions
- P16 clearly explain any after sales service and customer rights that apply
- P17 process payments promptly and, where it is applicable, offer facilities for packing and transporting purchases

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Knowledge and understanding

You need to know and understand:

Legislative and organisational requirements and procedures

K1 legal rights and obligations of retailers and customers, including The Sale of Goods Act

Selling technique

K2 how to talk to different types of customers and help them to understand the information you provide

K3 how to recognise buying signals from customers

K4 how to handle objections and queries effectively

K5 the difference between the features of a part and the benefits of a part

K6 the features, advantages and benefits of different products and services

K7 the methods for comparing and contrasting the features, advantages and benefits of products and services to help customers make decisions about which products and services to buy

K8 questioning techniques used in order to clarify and confirm customer's buying needs

K9 techniques for closing the sale

K10 the importance of customer confidence and loyalty to the organisation and how you contribute towards them

Products and services

K11 how to identify the features of products and services, including the use of reference materials

K12 what product information is available

K13 identifying the different options that are available and how to access information about those options

Payment methods

K14 acceptable methods of payment and the payment process including customer credit checks

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Additional Information

Scope/range

1. Customers are those:
 - 1.1. with a clear idea of their needs
 - 1.2. with a general idea of their needs
2. Information about:
 - 2.1. the features required of the part
 - 2.2. the uses of the products and services
 - 2.3. price
3. Alternatives are:
 - 3.1. alternative products and services to meet needs
 - 3.2. alternative versions of the same part
 - 3.3. alternative sources of the products and services
4. Depot operation during:
 - 4.1. busy trading periods
 - 4.2. normal trading periods
5. Opportunities given to the customer are:
 - 5.1. to inspect the part
 - 5.2. to ask questions and read any literature on products and services
6. Associated or additional products and services which:
 - 6.1. extend the life of the main purchase
 - 6.2. extend the uses of the main purchase
 - 6.3. link to the function of the main purchase
 - 6.4. provide extended warranty agreements

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Glossary

Products and services:

This term is used to cover vehicle parts, accessories, consumables and services offered by a vehicle fitting depot, retail parts operation, etc.

Reference materials:

These will include the products and services identification system in use in your organisation and any other materials used to source information about products and services and their availability.

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