

Learning Assessment Guide

Unit Standard 10458 – Version 4

Communicate product information to sales clients

Level 4 – 5 Credits

Assessment Summary			
Learner to complete			
Learner's name:			
Employer:			
NSN no. (ROL):		DOB:	
Signed:		Date:	
Assessor to complete			
<input type="checkbox"/> Meets requirements <input type="checkbox"/> More training required <input type="checkbox"/> More evidence required			
Assessor's name:		Assessor's No.	
Signed:		Date:	

Before you begin...

- As well as this Learning Assessment Guide, you may also want to refer to the unit standard from the NZQA website (<http://www.nzqa.govt.nz>).
- Read the Trainee Information Kit. The kit contains important information and guidelines for Learners and can be found on the Learning State website (<http://www.learningstate.govt.nz>) under Learners, then Learning Assessment Guides.
- Check the learning resources available for this unit standard on the Learning State website (<http://www.learningstate.govt.nz>) under Learners, then Learning Assessment Guides.

The tasks in this assessment are designed to show your assessor that you can:

- determine communication processes for product information.
- communicate product information.
- evaluate the effectiveness of communication of product information.

This Learning Assessment Guide is made up of:

- Tasks for you to complete.
- Assessor Verification form and Observation Feedback form.
- Assessment Guide that the assessor will use to assess your competence.

Special notes relating to this unit standard:

- This unit standard may be assessed in a work-based environment, or in an education and training environment if simulated business conditions are provided, or in a combination of both environments.
- Product refers to goods and/or services.
- Organisational procedures mean written or oral instructions to staff on policy and procedures.
- Agreed means action that is accepted between two or more people and which follows organisational procedures.
- You must comply with the following legislation: Consumer Guarantees Act 1993, Fair Trading Act 1986, Privacy Act 1993, Credit Contracts and Consumer Finance Act 2003, and the Sale of Goods Act 1908.
- Evidence is required for communication of product information for four different products.

Assessment Task One – Elements 1, 2 and 3

Introduction

You will be communicating product information to sales clients for four different products. Answer the questions, and then ask an assessor to complete the verification form. You also need an approved assessor or observer to complete the observation feedback form.

If you need more information about communication skills you can search the web for free online resources, for example:

http://www.newconversations.net/communication_skills_workbook_summary_and_toc.htm

Assessment task one is designed to assess your ability to:

- Identify what product information is relevant for customers according to your organisational procedures. This may include – origin, manufacturer, manufacturing processes, brands, composition, quality, uses, performance, price, purposes, features, benefits, specifications, reliability, operating instructions, safety provisions, care, storage, special precautions, maintenance, warranties, after-sales service, website, organisational commitments, and legislative requirements.
- Establish what communication processes for product information fit your customers. This may include – presentation; description; demonstration; trial; use of sales aids, website, data source; sales pitch.
- Communicate product information to customers in a manner that meets their information needs. This may include – creating a suitable environment, timeliness, relevance, identification of needs and motivation, overcoming resistance, problem solving, conflict resolution, maintaining a win-win attitude, reaching agreement, confirmation of requirements, documentation, giving and receiving feedback.
- Communicate product information to customers in a manner that meets legislative requirements.
- Identify processes for measuring the effectiveness of communication of product information according to organisational procedures. This may include – observation; monitoring of customer reaction, product performance, sales; self-evaluation; feedback from customers, manufacturers, suppliers, and staff.
- Evaluate the effectiveness of communication of product performance according to agreed procedures.
- Implement procedures for improving the effectiveness of communication of product information according to organisational procedures. This may include – setting development objectives, upskilling, training, coaching, motivating, encouraging, providing

resources, changing strategies, adjusting procedures, providing incentives, receiving feedback, providing professional advice and assistance, linking with mentor.

Instructions

- Answer all the questions to complete the assessment.
- Ask an approved assessor to complete the assessor verification form.
- Ask an approved assessor or observer to observe at least two of your calls and then complete the observer feedback form.
- You don't have to write all your answers to the questions. You may say your answers to your assessor.
- Grammar, spelling and punctuation are not assessed but information must be clear.
- If your assessor is not sure of your answers they may ask you to explain further.
- Read through all the information and familiarise yourself with the tasks and instructions.
- Contact your assessor to clarify anything you are unsure about.
- Make sure you follow any relevant legislation such as the Consumer Guarantees Act 1993, Fair Trading Act 1986, Privacy Act 1993, Credit Contracts and Consumer Finance Act 2003, and the Sale of Goods Act 1908.
- Follow and refer to any relevant organisational procedures (formally documented instructions in the workplace which are available to you and the assessor).
- You can use separate sheets of paper to answer the questions.
- Contact your assessor when you have finished the assessment tasks.
- Always keep a copy of your completed assessment if you are mailing the original copy to your assessor.

Question 1

Identify what product information is relevant for customers according to your organisational procedures. **You must do this for four products.** This may include – origin, manufacturer, manufacturing processes, brands, composition, quality, uses, performance, price, purposes, features, benefits, specifications, reliability, operating instructions, safety provisions, care, storage, special precautions, maintenance, warranties, after-sales service, website, organisational commitments, legislative requirements or anything else your company wants the customer to know.

Product one - relevant product information:

Product two - relevant product information:

Product three - relevant product information:

Product four - relevant product information:

Question 2

List what communication processes are best to explain product information that best fits your customers. **You must do this for four products.** Processes may include – presentation; description; demonstration; trial; use of sales aids, website, data source; sales pitch.

Product one - best communication process:

Product two - best communication process:

Product three - best communication process:

Product four - best communication process:

Question 3

List what processes you will use to measure how effectively you communicate product information. **You must do this for four products.** Follow your organisational procedures. Processes may include – observation; monitoring of customer reaction, product performance, sales; self-evaluation; feedback from customers, manufacturers, suppliers, and staff.

Product one - process to measure effectiveness of product information communication:

Product two - process to measure effectiveness of product information communication:

Product three - process to measure effectiveness of product information communication:

Product four - process to measure effectiveness of product information communication:

Question 4

How effectively do you think you communicated the products' performance? Follow your company's agreed procedures for measuring performance. **You must do this for four products.**

Product one - effectiveness of product performance communication:

Product two - effectiveness of product performance communication:

Product three - effectiveness of product performance communication:

Product four - effectiveness of product performance communication:

Question 5

Describe what procedures you have implemented to improve the effectiveness of communicating product information. Follow your organisational procedures.

Procedures may include – setting development objectives, upskilling, training, coaching, motivating, encouraging, providing resources, changing strategies, adjusting procedures, providing incentives, receiving feedback, providing professional advice and assistance, linking with mentor.

Assessment Guide

This is the assessment guide your assessor will use to assess your competence in unit standard 10458.

Element	Task	Evidence required	Judgement
Element 1	1 Q1	Product information relevant for customers is identified in accordance with organisational procedures. Range: may include but is not limited to – origin, manufacturer, manufacturing processes, brands, composition, quality, uses, performance, price, purposes, features, benefits, specifications, reliability, operating instructions, safety provisions, care, storage, special precautions, maintenance, warranties, after-sales service, website, organisational commitments, legislative requirements.	Relevant product information is identified for four products. It meets organisational procedures.
	Q2	Communication processes for product information are established as relevant for customers. Range: may include but is not limited to – presentation; description; demonstration; trial; use of sales aids, website, data source; sales pitch. Assessor verification form is completed.	Processes meet the customers' needs. Evidence of four products.
Element 2	1	Product information is communicated to customers in a manner that meets their information needs.	Appropriate steps in making a debt collection phone call are provided. Observer feedback form has 'yes' ticked.

Element	Task	Evidence required	Judgement
		<p>Range: may include but is not limited to – creating a suitable environment, timeliness, relevance, identification of needs and motivation, overcoming resistance, problem solving, conflict resolution, maintaining a win-win attitude, reaching agreement, confirmation of requirements, documentation, giving and receiving feedback.</p> <p>Product information is communicated to customers in a manner that meets legislative requirements.</p> <p>Assessor verification form is completed.</p> <p>Observer feedback form is completed.</p>	<p>Observer feedback form has 'yes' ticked for each.</p> <p>Observer feedback form has 'yes' ticked.</p>
Element 3	<p>1 Q3</p> <p>Q4</p>	<p>Processes for measuring effectiveness of communication of product information are identified in accordance with organisational procedures.</p> <p>Range: may include but is not limited to – observation; monitoring of customer reaction, product performance, sales; self-evaluation; feedback from customers, manufacturers, suppliers, staff.</p> <p>Effectiveness of communication of product performance is evaluated in accordance with agreed procedures.</p> <p>Procedures for improving</p>	<p>Four processes for measuring effectiveness of communication of product information are identified in accordance with organisational procedures.</p> <p>Four evaluations follow agreed procedures.</p> <p>Procedures follow</p>

Element	Task	Evidence required	Judgement
	Q5	<p>effectiveness of communication of product information are implemented in accordance with organisational procedures.</p> <p>Range: may include but is not limited to – setting development objectives, upskilling, training, coaching, motivating, encouraging, providing resources, changing strategies, adjusting procedures, providing incentives, receiving feedback, providing professional advice and assistance, linking with mentor.</p> <p>Assessor verification form is completed.</p>	organisational procedures.

Assessor Verification Form

Name of Learner:		DOB:
Name of Assessor:		

_____ is currently being assessed toward Unit Standard 10458.

The learner must:

- determine communication processes for product information
- communicate product information
- evaluate effectiveness of communication of product information.

Your signature below confirms that the answers to assessment task one are the learner's own work, and that it is within the requirements of your organisation.

Comments

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You may wish to contact the learner's manager or verifier to further discuss the learner's performance.

Signed: _____

Date: _____

Observer Feedback Form

Name of Learner:	Learner's DOB:
Name of Observer:	Phone:
Relationship to Learner:	

_____ is currently being assessed toward Unit Standard 10458 Communicate product information to sales clients.

Purpose of this form

Learners use this form to gain feedback to support their assessment for this unit standard. This form should be completed by an approved observer or assessor who has observed the learner in a situation where they had the opportunity to demonstrate their competence in the performance criteria for this unit standard.

Situation (please give brief details of the situation in which you observed the learner's performance):

In the situation you describe above, do you believe the learner has met the requirements of each of the following performance criteria for this unit standard?

Performance criteria	The Learner has met the criteria
<p>The learner communicated product information to customers in a manner that meets their information needs.</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
<p>They:</p>	
<ul style="list-style-type: none"> • created a suitable environment 	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
<ul style="list-style-type: none"> • communication was timely and relevant 	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
<ul style="list-style-type: none"> • identified needs and motivation 	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
<ul style="list-style-type: none"> • overcame resistance 	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
<ul style="list-style-type: none"> • problem solved 	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
<ul style="list-style-type: none"> • used conflict resolution 	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
<ul style="list-style-type: none"> • maintained a win-win attitude 	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
<ul style="list-style-type: none"> • reached agreement 	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
<ul style="list-style-type: none"> • confirmed requirements and documentation 	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
<ul style="list-style-type: none"> • gave and received feedback. 	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
<p>The learner communicated product information to customers in a manner that meets legislative requirements.</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>

Comments - You can use this section to elaborate on any special features of this activity, and to take notes for your own feedback to the learner. Continue on another sheet if necessary, and attach to this form. (Note: The assessor will discuss your comments with the learner, so only record comments you are comfortable sharing.)

Thank you for your assistance.

Signed: _____

Date: _____