
Overview

This standard is about creating and making the most of opportunities to demonstrate specialist products to customers in a retail organisation.

This standard is for staff who are required to demonstrate specialist products to customers.

When you have completed this standard you will be able to demonstrate your understanding of and ability to:

- Demonstrate specialist products to customers in a retail organisation

Performance criteria

You must be able to:

1. judge from a customer's body language and immediate circumstances whether they are likely to respond positively to an invitation to watch or take part in a specialist product demonstration
2. organise specialist product demonstrations in ways that ensure a smoothly run, efficient demonstration that meets relevant legislation requirements and following your workplace procedures
3. give demonstrations that clearly show customers the use and value of specialist products following your workplace procedures
4. offer customers the opportunity to use the specialist products themselves, when it is safe, legal and cost effective to do so following your workplace procedures and relevant legislation
5. encourage customers to ask questions about the specialist products being demonstrated
6. respond to customers' comments and questions during demonstrations following your workplace procedures
7. take the necessary steps, within the limits of your authority, to minimise any security risks associated with demonstrations of specialist products following your workplace procedures and relevant legislation

Knowledge and understanding

You need to know and understand:

1. how demonstrations can help to promote and sell specialist products in your workplace
2. the elements of a positive customer experience in relation to your workplace and the specialist products being demonstrated
3. how customers' circumstances, such as, who they are with or the time of day, affect their willingness to watch or take part in a specialist product demonstration
4. how to recognise from customers' body language whether they are likely to respond positively to an invitation to watch or take part in a demonstration of specialist products
5. how to establish a rapport with individual customers and maintain this throughout a specialist product demonstration
6. the relevant legislation requirements that apply to demonstrations of specialist products
7. what constitutes a smoothly run and efficient specialist product demonstration
8. how to keep customers interested during specialist product demonstrations
9. how to respond to customers' comments and questions during specialist product demonstrations in ways that promote sales and goodwill
10. the steps that are undertaken to minimise the security risks associated with specialist product demonstrations

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Demonstrate specialist products to customers in a retail organisation



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