Specification of Competency Standards
for the Automotive
Unit of Competency

Functional Area - Sales and Marketing

Title	Introduce the characteristics of different types of vehicles and their accessories, and the product transaction information
Code	111776L2
Range	This unit competency is applicable to comprehensively introduce the characteristics, features, and benefits of different vehicle types (including passenger cars, SUVs, light commercial vehicles, and New Energy Vehicles) and their associated accessories to customers.
Level	2
Credit	3 *(For Reference Only)*

Competency	**Performance Requirements**
	
	1. Knowledge (Characteristics of Different Types of Vehicles and Their Accessories)
	• Understand Source and interpret information on vehicle types and accessories.
	  ◦ Able to identify key characteristics of different vehicle types, including passenger vehicles, Sports Utility Vehicles (SUVs), Light Commercial Vehicles (LCVs), and people-movers.
	  ◦ Able to differentiate between vehicle powertrains, including Internal Combustion Engine (ICE), Hybrid Electric Vehicle (HEV), Plug-in Hybrid Electric Vehicle (PHEV), and Battery Electric Vehicle (BEV).
	  ◦ Able to classify and recognize various original and aftermarket parts, accessories, including their purpose, function, and benefits.
	• Identify customer needs and usage patterns.
	  ◦ Able to use questioning and active listening techniques to establish customer lifestyle, vehicle usage requirements, budget, and key priorities (e.g., fuel economy, space, performance, safety, technology).
	  ◦ Able to identify potential needs that the customer may not have explicitly stated.
	  ◦ Able to determine the suitability of customer's existing vehicle knowledge and tailor explanations accordingly.

	2. Performance (Presentation and Demonstration different types of products)
	• Match vehicle and accessory characteristics to customer needs.
	  ◦ Able to compare and contrast different vehicle types and powertrains based on identified customer needs, highlighting advantages and limitations of each.
	  ◦ Able to recommend vehicle accessories that enhance safety, convenience, practicality, or aesthetics aligned with the customer's profile.
	  ◦ Able to explain how specific vehicle features and accessories provide solutions to customer requirements.
	• Present vehicle and accessory information to customers.
	  ◦ Able to provide clear, accurate, and objective information on vehicle and accessory characteristics, using appropriate technical terminology in a customer-friendly manner.
	  ◦ Able to demonstrate key vehicle features and accessory operation where possible.
	  ◦ Able to explain the financial implications of accessory fitment, including cost, potential impact on vehicle warranty, and effect on resale value.

Assessment Criteria	The integrated outcome requirements of this unit of competency are that the practitioner being assessed shall prove the ability of: Capable to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria, and foundation skills. • Understand the key characteristics, typical uses, advantages, and disadvantages of: Hatchbacks, Sedans, Wagons, SUVs, Light Commercial Vehicles (Utes, Vans), and People-Movers. • Understand the basic operational differences and key benefits/limitations of: Petrol/Diesel/Alternative Fuel (e.g. Hydrogen/ Methanol), ICE, HEV, PHEV, and BEV. • Understand key terminology: fuel consumption (L/100km), electric range (km), towing capacity (kg), payload (kg). • Understand the key specifications: engine size, power/torque, transmission types, drivetrain (FWD, RWD, AWD), safety ratings (ANCAP), and interior dimensions. • Understand the common categories of accessories: protection, practicality, technology (infotainment, dash cams), comfort, and appearance. • Understand the difference between genuine (OEM) and aftermarket accessories, including potential implications for vehicle warranty. • Able to identify the explicit and implicit customer needs and matching product features to those needs.
Remark	The credits value of this unit of competency assumes that the practitioner has already possessed basic knowledge on sales and marketing (This UoC replaced 108572L1)