

Vocational Qualifications Pathway for Automotive Industry

汽車業職業資歷階梯

Vehicle Sales

汽車銷售

Sales Manager

銷售經理



Sales Executive

銷售主任



Salesman

汽車銷售員

Units of Competency**能力單元****Vehicle Salesman (QF Level 3)**

汽車銷售員〔資歷架構 3 級〕

Code of UoC 單元編號	Name of UoC 單元名稱
108793L2	Attend to customers 接待顧客
108573L2	Perform selling of vehicles 銷售汽車
108572L1	Introduce to customers the characteristics of different types of vehicles and their accessories 向顧客介紹不同類型汽車的特性及附件
108576L2	Perform cold calls to potential/target customers to diversify sales opportunities 對潛在/目標客戶進行推銷令銷售機會增加
108794L3	Manage customer relationship 管理顧客關係
108575L2	Provide supporting services to vehicle selling 提供銷售支援
108580L3	Arrange financial loan for vehicles 安排汽車財務信貸
108581L3	Arrange for vehicle insurance 安排汽車保險
108597L2	Arrange for acceptance, delivery and transportation of vehicles 安排交收及運送汽車
108578L3	Arrange vehicle testing for customers 安排顧客測試車輛
108579L3	Implement sales plan for vehicle products 執行汽車產品營銷計劃
108753L3	Provide services on value assessment and trade-in of vehicles 提供汽車估值及折舊貼換交易服務
108582L3	Arrange receipt, and delivery procedures of imported new vehicles 安排新車交收程序
108747L3	Offer servicing advice and consulting services 提供維修建議及諮詢服務
108769L3	Determine the legality of the use of vehicles under respective laws and regulations (traffic, environmental protection and road safety) 判斷汽車在有關法規（交通、環保及道路安全）下使用的合法性

Units of Competency**能力單元****Vehicle Sales Executive (QF Level 4)****汽車銷售主任〔資歷架構 4 級〕**

Code of UoC 單元編號	Name of UoC 單元名稱
108590L3	Implement market research plan 執行市場調查計劃
108591L3	Implement marketing plans 執行市場推廣計劃
108600L4	Display vehicles 展示/陳列汽車
108795L4	Manage customer services 管理顧客服務
108796L4	Handle customers' complaints 處理顧客投訴
108592L4	Formulate marketing plans 制定市場推廣計劃
108583L4	Purchase used vehicles 採購舊車
108584L4	Purchase new vehicles 採購新車
108599L4	Establish procedures for the receipt, dispatch and delivery of vehicles 制定車輛交收及運送程序

Units of Competency**能力單元****Sales Manager (QF Level 5)****銷售經理〔資歷架構5級〕**

Code of UoC 單元編號	Name of UoC 單元名稱
108568L4	Appraise staff performance and professional knowledge 評核員工工作表現及專業知識
108569L4	Draw up staff training programme 編制員工培訓計劃
108570L4	Arrange filling of job vacancies 安排填補職位空缺
108770L4	Promote the culture of quality management in elementary level staffs 推廣基層品質管理文化
108771L4	Coordinate and implement quality management systems 協調落實品質管理系統
108772L4	Monitor the quality of servicing work 監控維修工序質素
108773L4	Conduct preliminary analysis on procedural deficiencies 初步分析工序失誤
108593L5	Formulate market research plans 制定市場調查計劃
108797L5	Formulate customer services plan 制定顧客服務計劃
108594L5	Write promotion script for the marketing of vehicle products 撰寫汽車產品市場推廣文稿
108585L5	Formulate sales estimates of vehicle products 制定汽車產品銷售預算
108586L5	Formulate marketing plans for vehicle products 制定汽車產品營銷計劃
108562L5	Compile financial reports applicable to the automotive industry 制定財務管理方案
108564L5	Formulate a comprehensive scheme for organisational operation management 制定機構營運管理整體計劃方案

Units of Competency**能力單元****Sales Manager (QF Level 5)****銷售經理〔資歷架構 5 級〕**

Code of UoC 單元編號	Name of UoC 單元名稱
108798L6	Formulate customer service management strategy 制定顧客服務管理策略
108799L6	Formulate customer relation management strategy 制定顧客關係管理策略
108595L6	Formulate marketing strategy 制定市場推廣策略
108588L6	Formulate management strategy for salespersons of vehicle products 制定汽車產品銷售人員管理策略