

**Specification of Competency Standards**  
**for the Automotive Industry**  
**Unit of Competency**

Functional Area - Sales and Marketing

Title	Perform sales of vehicles
Code	108573L2
Range	This unit of competency is applicable to vehicle showrooms and exhibition venues, etc. Practitioners should be able to understand thoroughly the vehicle products and supporting services according to the requirements. They should also be able to apply marketing and selling techniques on general vehicle products to facilitate transactions.
Level	2
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge (Vehicle products)</p> <ul style="list-style-type: none"> <li>• Have comprehensive understanding of vehicle products, supporting services and practice in the industry, including: <ul style="list-style-type: none"> <li>○ The information and characteristics of various kinds of vehicle product specifications.</li> <li>○ Various kinds of supporting services such as after-sales service, warranty claims and vehicle recalls,</li> <li>○ Understand the relationship of the Government's environmental protection policy and the organisation's products</li> <li>○ Other complementary strategies such as payment methods, used car trade-in and insurance.</li> </ul> </li> </ul> <p>2. Performance (Perform sales techniques)</p> <ul style="list-style-type: none"> <li>• Understand customers' psychology in the choice of vehicle products, including: <ul style="list-style-type: none"> <li>○ Types of customers</li> <li>○ The buying psychology of customers with respect to their preference and inclination</li> <li>○ Capable of hitting on what one likes and communicate with different types of customers</li> </ul> </li> <li>• Use product marketing strategies, including: <ul style="list-style-type: none"> <li>○ Compile a list of target customers</li> <li>○ Communicate with and feedback to supervisor and marketing department</li> <li>○ Devise promotion methods for individual</li> <li>○ Determine selling location and time within the prescribed scope</li> </ul> </li> <li>• Understand clearly the market trend of vehicle products, including: <ul style="list-style-type: none"> <li>○ Understand the trend of vehicle products</li> <li>○ Reflect market demand to supervisor to facilitate communication with manufacturers or agents</li> <li>○ Collect the latest vehicle products and accessories</li> <li>○ Tie in with the vehicle manufacturer's product policy to establish the selling points of one's own products</li> <li>○ Analyse the pros and cons of the competitors' products, and devise corresponding strategies with supervisor and marketing department</li> </ul> </li> <li>• Handle transactions, including: <ul style="list-style-type: none"> <li>○ Provide customers with value-added services (arrangements of payment, order of goods, finance, insurance and installation of vehicle body and equipment.) and further value-added services in the future (contact, alert renewal of insurance and sales promotion.)</li> </ul> </li> </ul>

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Assessment Criteria	The integrated outcome requirements of this unit of competency are that the practitioner being assessed shall prove that he/she is: <ul style="list-style-type: none"><li>• Capable of understanding thoroughly vehicle products and supporting services; and</li><li>• Capable of using the techniques of selling general vehicle products to promote products to customers.</li></ul>
Remark	