

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

Functional Area - Sales and Marketing

Title	Perform sales of vehicle parts and accessories
Code	108574L2
Range	This unit of competency is applicable in workplaces relevant to the sales department of vehicle parts and accessories, retail outlets and showrooms. Practitioners should be able to understand thoroughly the products of various kinds of vehicle parts and employ promotion and selling techniques of general retailing products according to the requirements to facilitate transactions.
Level	2
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge (Characteristics of vehicle parts and accessories and selling)</p> <ul style="list-style-type: none"> <li>• Understand the promotion and selling techniques of general retailing products.</li> <li>• Understand the information such as price, market demand and market share of different parts and accessories.</li> <li>• Good understanding of the characteristics of different parts and accessories, such as their range and market positioning.</li> <li>• Understand the characteristics, applicability and operating method of different selling patterns.</li> <li>• Understand the decision-making process of purchase.</li> <li>• Understand the laws and regulations governing product selling.</li> <li>• Understand the knowledge of general logistics operation, including the knowledge required for handling purchasing orders of parts: <ul style="list-style-type: none"> <li>○ General logistics such as the time required for sea transportation/air freight and customs clearance procedure, etc.</li> <li>○ Laws and regulations governing the import of general parts, such as the storage of dangerous goods, etc.</li> </ul> </li> </ul> <p>2. Performance (Employ the selling techniques for completing transaction)</p> <ul style="list-style-type: none"> <li>• Capable of employing marketing and selling techniques in general retailing products.</li> <li>• Familiar with customers' consuming behaviour.</li> <li>• Focus on buyers' behavioural characteristics to give appropriate suggestion to speed up their decision in buying vehicle accessories.</li> <li>• Handle and complete transactions, such as the arrangements of payment and product delivery.</li> <li>• Tie in with the strategies and promotional activities of the sales department.</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are that the practitioner being assessed shall prove that he/she is:</p> <ul style="list-style-type: none"> <li>• Capable of understanding the characteristics of general vehicle parts; and</li> <li>• Capable of employing promotion and selling techniques of general vehicle parts to promote products to customers.</li> </ul>
Remark	