

Specification of Competency Standards
for the Automotive Industry
Unit of Competency

Functional Area - Sales and Marketing

Title	Promote to potential/target customers to increase sales opportunities
Code	108576L2
Range	This unit of competency is applicable in vehicle showroom and sales venues. Practitioners should be able to follow instructions of vehicle sellers to perform sales to potential/target customers in order to increase sales opportunities, as well as to collect and convey customer feedbacks.
Level	2
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge (Knowledge on performing sales to potential / target customer)</p> <ul style="list-style-type: none"> • Understand the knowledge in sales, include: <ul style="list-style-type: none"> ○ evolution of sales activity ○ criticism of sales practices ○ rules of sales ○ regulation of sales • Understand the method to identify potential / target customers <p>2. Performance (Perform sales duties)</p> <ul style="list-style-type: none"> • To sell according to instructions of seller. • Collect and convey customer feedbacks
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"> • Capable of following seller's instruction in selling; and • Capable of collecting and conveying customer feedbacks.
Remark	The credits value of this unit of competency is set on the presumption that the assessee concerned already has possessed basic vehicle product knowledge.