

Specification of Competency Standards
for the Automotive Industry
Unit of Competency

Functional Area - Sales and Marketing

Title	Deliver a product or service presentation
Code	108577L2
Range	This unit of competency is applicable in vehicle showroom and exhibition venues. Practitioners should be able to deliver the message of vehicle product or service accurately; and present the product or service to customers in a positive manner.
Level	2
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge (Presentation on vehicle products and services to customers)</p> <p>2. Performance (Deliver vehicle product or service presentation)</p> <ul style="list-style-type: none"> • Understand the presentation skills in positive manner: <ul style="list-style-type: none"> ○ evolution of vehicle product or service ○ procedures for presentation of vehicle product or service ○ rules for presentation of vehicle product or service • Understand the goals of presentation: <ul style="list-style-type: none"> ○ educate on vehicle product or service, ○ encourage buying and ○ enlighten of vehicle product or service. • Understand the message of the product or service to be delivered. • Understand the characteristics of the audience. • Deliver presentation on vehicle products or services to customers according to the instruction of seller. • Collect and convey customer's 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 understanding the evolution, procedures and goals of vehicle product or service presentation; • Capable of employing the techniques of presentation; and • Capable of collecting and convey customer's feedbacks.
Remark	The credits value of this unit of competency is set on the presumption that the practitioner concerned has already possessed basic knowledge on vehicle product and service.