

Specification of Competency Standards
for the Automotive Industry
Unit of Competency

Functional Area - Vehicle Servicing

Title	Promote repair/maintenance services and consulting services
Code	108750L3
Range	This unit of competency is applicable in vehicle service/servicing centers. Practitioners should be able to receive customers according to the organisation's established procedure and capable of understanding customers' requirements for vehicle services/maintenance. They should also be able to employ communication skills to promote products/services to customers and provide suitable suggestions to facilitate transactions.
Level	3
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge (Repair and maintenance services and consulting services)</p> <ul style="list-style-type: none"> • Master the influence of personal appearance and inter-personal communication skills of services consultants on matters of confidence and image building of the organisation. • Master about customer psychology. • Good understanding of market trend and the characteristics of the organisation and other competitors in the market. • Good understanding the provision of other products/services in the market and contact other product/service supplier to arrange the relevant procedure for provision of products/services. <p>2. Performance (Promote repair and maintenance and consulting services)</p> <ul style="list-style-type: none"> • Receive customers under different situations/circumstances according to organisational instructions and understand customer needs; provide suggestions on repair and maintenance and services of vehicles; also understand customer psychology so as to promote products/services to customers, including: <ul style="list-style-type: none"> ○ The characteristics, workflow and charges of the products/services provided by the organisation and other competitors in the market; and obtain detailed information so as to sell and promote products/services to customers ○ The psychology of different customers on the products/services required; make different suggestions and analysis according to the needs of different types of customers; and develop corresponding marketing and promotion strategies ○ The products/services provided by different departments and the progress; coordinate the work of different departments; obtain accurate information and maintain contact with customers to make appropriate report and follow-up actions ○ Source, contact and arrange other product/service suppliers to provide products/services when the organisation failed to provide the required products/services; coordinate the arrangement and progress of different parties; and calculate the charges, cost and profits involved ○ Take follow-up actions on the quality of respective products/services to ensure that the products/services can meet customer needs and demands; and maintain contact and good relationship with customers
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 providing advice on vehicle services under different situations/circumstances according to organisational instructions and requirements; provide suggestions

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	<p>according to customer needs; and arranging different products/services to meet customer needs;</p> <ul style="list-style-type: none">• Capable of understanding the psychology and requirements of customers on products/services; and employing communication and psychological skills to promote sales and facilitate transactions; and• Capable of following-up on the progress and quality of services provided to ensure the services provided can meet customers' requirements.
Remark	<p>The credits value of this unit of competency is set on the presumption that the practitioner concerned has already possessed the knowledge of vehicle servicing.</p>