Specification of Competency Standards
for the Automotive
Unit of Competency

Functional Area - Sales and Marketing

Title	Sales Techniques for New Energy Vehicles
Code	111777L3
Range	This unit of the competencies is applicable for automotive sales practitioners to effectively sell various New Energy Vehicles (NEVs), including Battery Electric Vehicles (BEVs), Plug-in Hybrid Electric Vehicles (PHEVs), and Hydrogen Fuel Cell Vehicles (FCEVs). It involves applying specialized technical knowledge of NEV systems, understanding government policies and incentives, and using advanced consultative sales techniques to address customer needs, overcome objections related to new technology, and manage the end-to-end sales process. The unit emphasizes a customer-centric approach that educates and builds confidence in NEV ownership. This unit is directly applicable to practitioners working in roles such as: Automotive Sales Consultant / Executive Product Specialist (NEV) Fleet Sales Representative (with an NEV focus)
Level	3
Credit	4 *(For Reference Only)*

Competency	**Performance Requirements**
	1. Performance Requirement
	2. Knowledge(NEV Technology and Advanced Consultative Sales Technique)
	• Understanding NEV Technologies and Components
	  ◦ The fundamental differences between BEV, PHEV, and FCEV powertrains.
	  ◦ Key terminology: kWh battery capacity, kW motor power, WLTP range, regenerative braking, and charging power (AC vs. DC).
	  ◦ Basic understanding of the battery technology, such as the lithium-ion battery and solid-state, battery, including factors affecting lifespan and performance.
	• Familiar with charging Infrastructure and Procedures
	  ◦ Types of charging: Standard (AC) vs. Rapid (DC) charging.
	  ◦ Common connector types (e.g., Type 2, CCS Combo, CHAdeMO) and their compatibility.
	  ◦ Location, access, and payment methods for major public charging networks in Hong Kong.
	  ◦ The process and considerations for installation of EV charging-enabling infrastructure ("EVCEI") in car parks of existing private residential buildings
	• Familiar with government Policies, Incentives, and Regulations
	  ◦ Detailed knowledge of the Hong Kong EV Roadmap and relevant government initiatives.
	  ◦ Environmental benefits aligned with Hong Kong's carbon neutrality goals.
	• Familiar with financial and Ownership Aspects
	  ◦ Calculation of total cost of ownership (purchase price, charging costs, maintenance, insurance, residual value).
	  ◦ Available financing options and any green loans specific to NEVs.
	  ◦ Understanding of NEV-specific insurance considerations.

	3. Performance (Present and Demonstrate NEV Features)
	• Prepare for NEV-Specific Sales Engagement
	  ◦ Research and stay updated on the latest NEV models, their specifications, and competitor offerings.
	  ◦ Prepare demonstration tools and resources (e.g., battery display units, charging cable kits, app guides).
	  ◦ Ensure demonstration vehicles are adequately charged and presentable.
	• Conduct a Consultative Customer Needs Analysis
	  ◦ Use probing questions to identify the customer's driving patterns, lifestyle, and environmental concerns.
	  ◦ Assess the customer's current understanding and potential anxieties about NEVs (e.g., range, charging, cost).
	  ◦ Determine the suitability of the customer's home or workplace for charging installation.
	• Present and Demonstrate NEV Features Effectively
	  ◦ Clearly explain the operation, benefits, and limitations of key NEV systems (electric motor, battery, regenerative braking).
	  ◦ Articulate the economic benefits, including lower running costs (fuel/electricity), maintenance savings, and government incentives.
	  ◦ Conduct a dynamic test drive that highlights unique NEV features like instant torque, quiet operation, and regenerative braking.
	  ◦ Demonstrate the charging process, types of connectors, and the use of public charging networks and associated mobile apps.
	• Overcome Objections and Build Confidence
	  ◦ Address common concerns such as "range anxiety" by relating range to real-world driving scenarios and the expanding charging infrastructure.
	  ◦ Explain battery warranty, lifespan, and degradation in a transparent and reassuring manner.
	  ◦ Clarify the total cost of ownership versus the initial purchase price.
	• Manage the Sales and Handover Process
	  ◦ Accurately calculate and explain available government subsidies and tax concessions (e.g., the First Registration Tax (FRT) Concession for EVs in Hong Kong).
	  ◦ Coordinate with internal teams to arrange home charging assessment or installation.
	  ◦ Conduct a comprehensive vehicle handover, ensuring the customer is confident in operating the vehicle's core and connected features.
	  ◦ Facilitate the post-sale relationship, including introducing after-sales service schedules specific to NEVs.

Assessment Criteria	The integrated outcome requirements of this unit of competency are that the practitioner being assessed shall prove that he/she is • Ability to accurately articulate technical features of NEVs and prepare relevant sales materials on NEV technologies, charging, and government policies. Collection of prepared sales aids and competitor comparison sheets. • Ability to conduct a structured conversation to uncover customer needs, lifestyle fit, and concerns regarding NEVs. Simulated Role-play / Direct Product Presentation & Demonstration. • Ability to deliver a compelling and informative presentation and test drive, highlighting the unique benefits of an NEV. • Ability to respond to common NEV objections (e.g., range, charging, cost) confidently, accurately, and reassuringly. • Prepare a full cost calculation and handover plan.
Remark	The credits value of this unit of competency assumes that the practitioner has already possessed basic knowledge on vehicle sales.