

Specification of Competency Standards
for the Catering Industry
Unit of Competency

Functional Area - Sales and Service Skills

Title	Sell catering products
Code	108505L3
Range	This unit of competency is applicable to catering practitioners involved in customer service. While working in restaurants or relevant workplaces, practitioners should be able to master selling skills of the catering industry independently and generate product sales.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge of the products in catering industry</p> <ul style="list-style-type: none"> • Understand the business strategies and position of the organization in selling catering products • Understand the categories of products provided by the organization, as well as the quality and quantity of the products • Understand the sales channels in catering industry, including: • Understand the market demand, customer background information, product nature, relevant information of competitors and pricing, etc. • Promotion channel <ul style="list-style-type: none"> ○ Newspaper ○ TV ○ Radio ○ Magazine ○ Mass mailing ○ Internet and mobile, etc. • Understand the importance of customers' values on marketing and branding <p>2. Selling products of catering industry</p> <ul style="list-style-type: none"> • Apply promotion skills to sell the catering products provided by the organization through established channels when working • Master the promotion skills to: <ul style="list-style-type: none"> ○ Understand the products of the organization ○ Understand the needs of customers and target customers ○ Assess the market trend ○ Develop and enhance reputation of restaurant etc. • Report the progress of selling catering products to supervisor in a timely manner, and propose feasible suggestions for promotion • Observe the Trade Descriptions Ordinance <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • The sales of catering products should always be carried out in accordance with the established strategies and guidelines of the organization and customers' interest, without making false statements
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Understand the sales channels in catering industry; and • Master promotion skills
Remark	