

1. Title	Fire installation sales and after-sales services
2. Code	EMFSMS301A
3. Range	Carry out marketing plans and follow up after-sales services for fire products or fire engineering services after completion in all kinds of predictable and structured contexts.
4. Level	3
5. Credit	2
6. Competency	<u>Performance Requirements</u>
	<p>6.1 Knowledge of fire installation / product or fire engineering service marketing</p> <ul style="list-style-type: none"> ◆ Know about the market situation of fire products or services, including: <ul style="list-style-type: none"> • Opportunities and challenges to the company brought by the macro and micro situations • Concepts of market division such as purpose of market division, positioning of products, etc. • Consumers' purchasing patterns and types ◆ Basic knowledge of marketing <ul style="list-style-type: none"> • Target customers • Design the purpose and strategy of promotion • Determine the key points of the promotion campaign • Make use of information technology in sales and promotion <ul style="list-style-type: none"> ▸ Application of multi-media technology and software ▸ Using multi-media peripherals, e.g. digital camera, digital video recorders, servers, etc. ▸ Application of e-commerce and the internet <p>6.2 Follow up after-sales services for fire products or services after completion</p> <ul style="list-style-type: none"> ◆ Follow up after-sales services for fire products or services after completion in all kinds of predictable and structured contexts <ul style="list-style-type: none"> • Master customers' expectations and needs for the fire products and services • After-sales services such as customer opinion survey for quality assurance, liaison with customers, etc • Repair enquiries and follow up • Maintenance enquiries and follow up • Handle customer complaints • Handle general customer records and information
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Capable to carry out marketing plans in all kinds of predictable and structured contexts to boost product sales; and</p> <p>(ii) Capable to follow up after-sales services for fire products or services after completion, such as providing fire product related information, handling customer complaints, etc.</p>
8. Remarks	This unit of competency is applicable to general fire product sales and services practitioners.