

Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Sales & Marketing

Title	Identify sales prospects
Code	108195L4
Description	Identify sales prospects to develop the fashion business. This applies to individuals who are required to identify potential sales prospects through using various prospecting methods.
Level	4
Credit	2
Competency	<p>Performance Requirements</p> <p>1. Knowledge in the subject area</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • understand the prospecting process and common prospecting methods in the fashion industry • explain the legal requirements for prospecting and account management policies of a fashion business • apply appropriate prospecting methods to the target market <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • identify a range of suitable prospecting methods • evaluate the strengths and limitations of each method and select the one(s) that fit the target market • use a variety of information sources to identify potential sales prospects for contacts (e.g. from marketing department) • qualify prospects in accordance with established criteria (e.g. extent of interest, expected return) • manage prospect information in accordance with organisational procedures <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • observe the organisational policy and procedures in handling confidential data • make full use of available channels (e.g. fashion trade fair) to explore potential sales prospects
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> • Identification of sales prospects to develop the fashion business through the use of appropriate prospecting methods that fit the target market
Remark	