

Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Sales & Marketing

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| Title | Sell products at trade fairs or exhibitions |
| Code | 108198L4 |
| Description | Sell products at trade fairs or exhibitions for a fashion business. This applies to individuals who are required to attend and participate in trade fairs or industry exhibitions to sell and promote fashion products. |
| Level | 4 |
| Credit | 3 |
| 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 purposes of trade fairs and exhibitions as well as the sales opportunities they can produce • apply appropriate selling skills in approaching visitors and introducing products or services • outline the range of preparation work for and selling activities at trade fairs or exhibitions • organise resources and sales activities to make the most of the sales opportunities arising from trade events <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • identify the targets for sales or sales prospects during the trade event • design promotional materials and invite potential sales prospects in an appropriate manner • prepare up-to-date product and service information and the price lists • evaluate other participants to the event and identify ways to stay competitive • assess delegate or guest lists from the organiser and identify potential sales prospects • apply appropriate selling skills to attract and engage visitors and find quick ways to understand their needs and wants • present products and introduce the unique selling points • qualify new sales prospects and arrange follow-up meetings <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • plan effectively for trade events and comply with the expected dress code • take every sales opportunity that arises |
| Assessment Criteria | <p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> • Selling and promoting products at trade fairs or exhibitions for a fashion business with sufficient preparation work. |
| Remark | |