## Specification of Competency Standards for the Fashion Industry Unit of Competency

## Functional Area - Sales & Marketing

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.           evel         4           Oredit         3           Competency         Performance Requirements 1. Knowledge in the subject area Be able to: • 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           2. Application and process Be able to: • 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 potential sales prospects • apply appropriate selling skills to attract and engage visitors and find quick ways to understand their needs and wants • present products end introduce the unique selling points • qualify new sales prospects and arrange follow-up meetings           3. Exhibit professionalism Be able to: • plan effectively for trade events and comply with the expected dress code • take every sales opportunity that arises           Assessment Criteria         The integrated outcome requirements of this UoC are the abilities to accomplish: • Selling and promoting products at trade fairs or ex	<b></b> :	
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