

Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Sales & Marketing

Title	Explore new clients
Code	108207L4
Description	Explore new clients to achieve fashion business objectives. This applies to individuals who are required to adopt prospecting strategies to expand the client base of a fashion business.
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"> • examine the key provisions of legislation and organisational policies applicable to exploring new clients (e.g. Personal Data Privacy Ordinance) • evaluate the advantages and limitations of different means and tools for prospecting potential clients • apply appropriate techniques for identifying valuable clients and their needs for advancing the fashion business (e.g. through research) <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • undertake research and utilise established networks to identify potential clients • select appropriate communication strategies to identify business needs and requirements of potential clients • compare the products and offerings of the organisation with those of competitors with emphasis on the major selling points • present fashion products and offerings that have high chance of meeting the needs and requirements of potential clients • collect and assess potential clients' feedback for building positive working relationships with them <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • be aware of and show readiness for responding to the changing needs and concerns of potential clients
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> • Exploration of valuable clients to expand the client base and to achieve fashion business objectives.
Remark	