

Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Sales & Marketing

Title	Manage clients' accounts
Code	108208L4
Description	Manage clients' accounts to generate sales for a fashion business. This applies to individuals who are required to manage and develop a fashion business's relationship with its clients for business development.
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 current legislation, regulation and organisational policy applicable to account management • identify the product range and brand strategy of clients • apply appropriate techniques for understanding clients' needs and building long-term relationships with clients <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • act as a contact point between the fashion business and its clients • explore and forecast the needs of different clients • apply a variety of sales techniques (e.g. upselling) to generate sales among client accounts • develop and maintain long-term relationships with the clients (e.g. customising service or product packages) • monitor production activities to meet clients' requirements (e.g. quality standards, schedule) • service multiple clients and keep records of transactions <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • build trust and respect with clients • ensure clients receive orders and services in a timely manner
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> • Effective management of clients' accounts to generate sales and develop business relationships for a fashion business.
Remark	