

Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Common

Title	Organise sales meetings with clients
Code	108299L3
Description	Organise sales meetings with fashion business clients. This applies to individuals who are required to plan and organise meetings with clients for selling purposes.
Level	3
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 purposes of sales meetings • understand the clients' expectations and requirements in sales meetings • describe the preparation required for sales meetings • identify the budget and resources for organising a sales meeting <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • identify the purposes of the meetings and the corresponding requirements • determine the resources and estimate the budgets for organising the meetings • schedule the meetings and make appointments with related parties • determine the activities for organising the meetings and the corresponding schedule (e.g. venue setting) • identify and collect items (e.g. fashion samples) or documents (e.g. quotation) for the meetings • arrange the venues, facilities, item displays, documents and others (e.g. booking of flight tickets for overseas trips) for the meetings • communicate with all the participants on the subject of the details of the meetings (e.g. time, venue, agenda) <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • provide ample support to the selling activities through a well-thought-out preparation of sales meetings • observe the organisational policy and marketing strategy in organising sales meetings
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> • Planning of sales meetings which include time scheduling and resource planning. • Organising sales meetings with clients through a series of activities which include communications with related parties, collection of items and documents, arrangement of venues, facilities and others.
Remark	Common UoC across the functional areas: Merchandising and Material Procurement / Sales and Marketing