

Functional Area: Customer Relationship Management (Execution & Implementation)

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| 1. Title | Gain customer commitment in buying products and services | |
| 2. Code | ITCSCR301A | |
| 3. Range | This UoC applies to all planning, consideration and action to solicit customers' commitment in buying and adopting the ICT products and services of the company. This definitely is the ultimate objective for the activity group of execution & implementation of CRM. | |
| 4. Level | 3 | |
| 5. Credit | 3 | |
| 6. Competency | <p style="text-align: center;"><u>Performance Requirement</u></p> <p>6.1 Possess the knowledge in the subject area</p> <ul style="list-style-type: none"> ● Understand the fact that closing the deals and gaining their commitment in buying own company's products and services is the ultimate objective for any business, and ICT companies are of no exception ● Understand the buying outcomes of customers rely heavily on the ability to read and interpret the signal of customers ● Understand the buying outcomes of customers also depend on the soft skills, such as the persuasion techniques at appropriate time ● Understand the importance of any activities which materialise the buying commitment from customers must stick to the policies and guidelines as imposed by company management such as the code of conduct for employees ● Understand the importance that any activities which materialise the buying commitment from customers must observe all government legislations such as the protection of personal information and personal privacy ● Understand the deemed necessity in establishing preventive measures / remedy actions to reduce / cater for complaints raised by customers ● Be aware of the fact that buying commitment from customers can become the opportunities for new businesses and chances to strengthen customer relationship <p>6.2 Gain customer commitment in buying products and services</p> <p>Be able to:</p> <ul style="list-style-type: none"> ● Read and interpret correctly the buying signals of customers during the interaction and can adjust the pace of selling accordingly ● Skilfully watch out for customer's emotion behind the words to prevent from initiating the closing of the deal when he / she is in a negative emotional state ● Tactfully ask permission to proceed or close the deal and observe customer's response to determine if the sales process is on the right track ● Exercise persuasive skill such as conducting incremental closing to engage customer commitment to recommended products and services ● Exercise sales techniques such as asking for commitment to obtain / provide more relevant information or agree on a time for next meeting if immediate closing is deemed to be inappropriate ● Use selling approaches which are consistent with the company's guidelines and general professional ethics in order to prevent complaints from customers | |

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| | <ul style="list-style-type: none"> ● Adhere to the principle that all sales are initiated for the benefits of the company and customers as well, and only products or services which genuinely tied in with customer's needs are recommended ● Establish monitoring measures to record and investigate how sales activities are being conducted by employees, utilising software tools such as DMBS if appropriate ● Establish reporting channels for customers to express their opinion / raise their complaints for issues relating to the products and services they purchased, automate the process by means of software tools whenever applicable <p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> ● Always ensure all related staff members contribute their greatest effort honestly in the process of selling the company's products and services to our customers ● Always stick to the company's policies and observe government legislations for all sales related activity, even if it affects sales performance to a certain extent ● Respect and protect customer privacy at all times |
| 7. Assessment Criteria | <p>The integrated outcome requirements of this UoC are the abilities to:</p> <ol style="list-style-type: none"> i. obtain commitments from customers in buying products and services from the company ii. display effective persuasive skills according to different emotions identified and buying intentions of customers iii. ensure all sales activities comply to regulatory requirements and code of conduct such that minimal complaints from customers is raised |
| Remark | |