

**Functional Area: Customer Relationship Management (Customer Satisfaction Management)**

1. Title	Build and maintain customer relationship by conducting periodic sales call	
2. Code	ITCSCR304A	
3. Range	This UoC applies to all considerations and arrangements for the carrying out of periodic sales call with the aim to establish and maintain a good relationship with customers.	
4. Level	3	
5. Credit	2	
6. Competency	<p>6.1 Possess the knowledge in the subject area</p> <p>6.2 Build and maintain customer relationship by conducting periodic sales call</p>	<p><u>Performance Requirement</u></p> <ul style="list-style-type: none"> <li>● Understand that contacting customers on a periodic basis is a fundamental yet important means to sell the company's products / services, and concurrently maintaining the good relationship with them</li> <li>● Understand the necessity in arranging sales calls in an orderly and tactful manner, so as to achieve the best results from the limited resources</li> <li>● Understand the importance of tightly sticking to the company's guidelines and policies regarding customer contacts and sales promotion</li> <li>● Understand the related government legislation (such as the Privacy Act) while conducting sales calls to existing / potential customers</li> <li>● Understand that sales calls can be conducted through many different channels. It should be individually tailored for customers in different market segments if applicable</li> <li>● Fully understand that qualified sales personnel with excellent soft skills and product knowledge are the key successful factors for sales calls</li> <li>● Be aware of the keen competition in the ICT products / services market, and effectiveness of our sales calls are deeply influenced by similar activities of competitors</li> </ul> <p>Be able to:</p> <ul style="list-style-type: none"> <li>● Follow established mechanisms to govern / regulate all sales call related activities of the company's products / services, and ensure oneself will stick to the formats, frequencies and regulations therein while carrying out customer contact activities</li> <li>● Ensure all customer sales calls are conducted, recorded, reported and followed up on a regular basis as planned</li> <li>● Organise existing customer account information and intelligence in different market segments to identify prospects for sales calls</li> <li>● Leverage existing customer contacts and information from different sources to explore opportunities for new business contacts</li> <li>● Arrange suitable and qualified personnel to conduct the customer sales calls and related activities, including utilisation of sales services from outsourcers</li> <li>● Allocate training, sales promotion related materials and marketing fund to sales personnel and service teams in different sales channels established for different market segments</li> </ul>

	<ul style="list-style-type: none"> <li>● Ensure all sales calls are properly recorded and useful findings are being analysed to explore key issues such as the existing level of customer satisfaction, propensity to consume, etc.</li> <li>● Evaluate with good accuracy the correlation between routine sales calls and improvement in customer relationship, and propose changes / enforcements in sales activities in case of necessity</li> <li>● In case if sales activities are outsourced, ensure that the outsourcers will perform in same manner and achieve similar performance as own staff members by following established guidelines / checklists</li> </ul> <p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> <li>● Always ensure all internal / external sales personnel will contribute their greatest effort honestly while carrying out customer sales call and associated sales activities</li> <li>● Always treat the interests of customers as the highest priority issue, while at the same time strike a proper balance of interests between customers and the company</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirements of UoC are the abilities to:</p> <ol style="list-style-type: none"> <li>i. successfully carry out sales call activities according to established mechanism</li> <li>ii. solicit useful information about our customers during the sales calls</li> <li>iii. propose suitable follow up actions to promote sales and enhance customer relationship</li> </ol>
Remark	