

Unit of Competency

Functional Area: Sales and Merchandising

Title	Perform selling of products
Code	105207L3
Range	This unit of competency is applicable to practitioners in the import and export industry. It involves the application of selling techniques to sell products.
Level	3
Credit	3 (for reference only)
Competency	<p>Performance Requirement</p> <ol style="list-style-type: none"> 1. Possess knowledge of selling <ul style="list-style-type: none"> • Describe the product features and characteristics • Use a range of selling techniques to sell products 2.1. Use selling techniques <ul style="list-style-type: none"> • Identify company selling goals • Identify target customers • Identify the requirements of customers • Provide proposals and present products to customers • Seek feedback and response to queries • Negotiate payment terms and delivery schedules • Close the sales and follow up the transactions 2.2. Sell products <ul style="list-style-type: none"> • Complete sales transactions to meet company goals and customer requirements • Retain customers for future businesses
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of identifying the requirements and needs of customers • Capable of presenting the features of products clearly • Capable of negotiating the terms and conditions with customers
Remark	