

Unit of Competency**Functional Area: Sales and Merchandising**

Title	Conduct product presentation
Code	105263L4
Range	This unit of competency is applicable to practitioners in the import and export to present products to customers to achieve company goals (e.g., build company brand, launch new products, or promote existing products).
Level	4
Credit	3 (for reference only)
Competency	<p>Performance Requirement</p> <ol style="list-style-type: none"> 1. Possess knowledge of product presentation <ul style="list-style-type: none"> • Identify the objectives of product presentation, e.g., product promotion, new product introduction, or brand building • Identify target audience of the product presentation, e.g., buyers, distributors, or other business partners • Specify the market value of the product, e.g., product content(i.e., functions, characteristics, merits, design, and other special features), and product selling points 2. Conduct product presentation <ul style="list-style-type: none"> • Provide an introduction to hook the audience • Provide an agenda to inform the audience the coverage of the product presentation • Provide company information (e.g., brief company background, high-profile executives, and customer lists) to establish credibility • Present the product position and introduce how and why the product is different from others • Describe the product and use examples and successful cases to illustrate the products • Distribute promotion leaflet 3. Present product effectively <ul style="list-style-type: none"> • Present in a professional manner, using skills such as objection handling, body language, eye contacts and voice to sustain the interest of the audience • Evaluate end results of product presentation • Compare the end results with the objectives to identify gaps for enhancement
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of identifying the objectives of product presentation and identifying target audience • Capable of specifying the market value of the product • Capable of conduct product presentation
Remark	