

**Specification of Competency Standards**  
**for the Jewellery Industry**  
**Unit of Competency**

Functional Area - Sales

Title	Capable of using simple English to handle business communication with customers
Code	108820L2
Range	This unit of competency is applicable to practitioners who work in jewellery retail outlets or have related job duties. Practitioners should know and be capable of understanding basic English jewellery vocabulary and general marketing terminology. They should also be able to use simple English to handle business communication with customers.
Level	2
Credit	9
Competency	<p>Performance Requirements</p> <p>1. Understand basic English jewellery vocabulary and general marketing terminology</p> <ul style="list-style-type: none"> <li>• Know about the English names of jewellery products/parts, such as: <ul style="list-style-type: none"> <li>○ Jewellery products</li> <li>○ The peripheral products of jewellery</li> <li>○ Jewellery parts</li> <li>○ Jewellery manufacturing materials</li> <li>○ Types of gemstones</li> <li>○ Jewellery manufacturing skills/techniques</li> <li>○ The brand names of jewellery and their places of origin</li> </ul> </li> <li>• Know about the general marketing terminology and techniques of jewellery</li> </ul> <p>2. Use simple English to handle business communication with customers</p> <ul style="list-style-type: none"> <li>• Use simple English to communicate with customers <ul style="list-style-type: none"> <li>○ Greet customers</li> <li>○ Explain prices to customers</li> <li>○ Explain discounts, promotions and other offers to customers</li> <li>○ Introduce delivery services, return of goods, replacement of goods, warranty and maintenance services to customers</li> <li>○ Help customers select their favourite jewellery products</li> <li>○ Promote jewellery products</li> <li>○ Additional sales activities</li> </ul> </li> </ul> <p>3. Professionalism</p> <ul style="list-style-type: none"> <li>• Use English to handle business communication with customers, so as to establish and maintain quality sales services</li> <li>• Ensure to provide customers with accurate jewellery-related English vocabulary</li> </ul>
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> <li>• Able to understand the basic English vocabulary of jewellery and general marketing terminology, and use simple English to handle business communication with customers.</li> </ul>
Remark	