Specification of Competency Standards
for the Jewellery Industry
Unit of Competency

Functional Area - Sales

Title	Capable of using simple Putonghua to handle business communication with customers
Code	108821L2
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 Chinese jewellery vocabulary, Putonghua pronunciation and general marketing terminology. They should also be able to use simple Putonghua to handle business communication with customers.
Level	2
Credit	9

Competency	Performance Requirements
	1. Understand basic Putonghua jewellery vocabulary and general marketing terminology
	
	• Know about the Chinese names of jewellery products/parts and their names used in the Mainland, such as:
	   o Jewellery products
	   o The peripheral products of jewellery
	   o Jewellery parts
	   o Jewellery manufacturing materials
	   o Types of gemstones
	   o Jewellery manufacturing skills/techniques
	   o The brand names of jewellery and their places of origin
	• Know about the general marketing terminology and techniques of jewellery
	
	2. Use simple Putonghua to handle business communication with customers
	
	• Use simple Putonghua to communicate with customers
	   o Greet customers
	   o Explain prices to customers
	   o Explain discounts, promotions and other offers to customers
	   o Introduce delivery services, return of goods, replacement of goods, warranty and maintenance services to customers
	   o Help customers select their favourite jewellery products
	   o Promote jewellery products
	   o Additional sales activities
	
	3. Professionalism
	
	• Use Putonghua to handle business communication with customers, so as to establish and maintain quality sales services
	• Ensure to provide customers with accurate jewellery-related Chinese vocabulary and Putonghua pronunciation

Assessment Criteria	The integrated outcome requirement of this unit of competency is: • Able to understand the basic Chinese vocabulary of jewellery and general marketing terminology, and use simple Putonghua to handle business communication with customers.
Remark	