

Specification of Competency Standards
for the Jewellery Industry
Unit of Competency

Functional Area - Sales

Title	Promote the sales of Fei Cui/jade products
Code	108824L2
Range	This unit of competency is applicable to practitioners with job duties related to sales in the retail and marketing of jewellery. Practitioners should know well about Fei Cui/jade products and the supporting services, and master the promotion and sales techniques of these products. They should also be capable of applying such knowledge in relevant job duties independently and appropriately to achieve sales.
Level	2
Credit	9
Competency	<p>Performance Requirements</p> <p>1. Know about Fei Cui/jade products</p> <ul style="list-style-type: none"> • Know about the Fei Cui/jade products and the supporting services <ul style="list-style-type: none"> ○ Fei Cui/Jade products <ul style="list-style-type: none"> ▪ Various kinds of Fei Cui jewellery ▪ Various kinds of jade jewellery ▪ The brands of Fei Cui/jade jewellery ▪ The selling points of the design/pattern ▪ Quality/Fineness ▪ Function/Trend ▪ Price ○ Supporting services <ul style="list-style-type: none"> ▪ Maintenance ▪ Testing and certification ▪ Adding value to products ▪ Recovery ○ Other facilitating measures <ul style="list-style-type: none"> ▪ Payment method ▪ Delivery ▪ Other product promotion (physical store/online sales platform) <p>2. Promote the sales of Fei Cui/jade products</p> <ul style="list-style-type: none"> • Know about customers' psychology in buying Fei Cui/jade products, including: <ul style="list-style-type: none"> ○ Types of customers ○ Customers' preferences • Apply promotion and sales techniques <ul style="list-style-type: none"> ○ Attract customers' attention ○ Arouse customers' interest ○ Stimulate consuming desires ○ Analyze the quality and advantages/disadvantages of competitors' products ○ Guide customers to buy • Apply knowledge of Fei Cui/jade to introduce Fei Cui/jade products and other supporting services to customers, including: <ul style="list-style-type: none"> ○ Provide value-added services (arrangement such as payment and delivery) to customers ○ Value-added services for customer management (contact, promotion, etc.) <p>3. Professionalism</p>

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	<ul style="list-style-type: none">• Ensure that customers receive accurate and sufficient jewellery product information during the promotion and sales of the products• Properly display and store Fei Cui/jade jewellery products in strict accordance with the security guidelines of the organization• Employ interpersonal communication skills to build and maintain quality relationships between the organization and customers
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none">• Able to know about Fei Cui/jade products and the supporting services; and• Master the promotion and sales techniques of Fei Cui/jade products, and apply such techniques effectively to facilitate transactions.
Remark	