

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

Functional Area - Sales

|            |   |
|------------|---|
| Title      | Promote the sales of gold and silver jewellery products   |
| Code       | 108827L2  |
| 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 gold and silver jewellery 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 jewellery products</p> <ul style="list-style-type: none"> <li>• Know about the jewellery products and the supporting services <ul style="list-style-type: none"> <li>○ Jewellery products <ul style="list-style-type: none"> <li>▪ Fine gold/Karat gold jewellery</li> <li>▪ Silver jewellery</li> <li>▪ Precious metal jewellery, such as: platinum and palladium</li> <li>▪ Branded jewellery</li> <li>▪ The selling points of the design/pattern</li> <li>▪ Quality/Fineness</li> <li>▪ Function/Trend</li> <li>▪ Price</li> </ul> </li> <li>○ Supporting services <ul style="list-style-type: none"> <li>▪ Maintenance</li> <li>▪ Product warranty</li> <li>▪ Adding value to products</li> <li>▪ Recovery</li> </ul> </li> <li>○ Other supporting measures <ul style="list-style-type: none"> <li>▪ Payment method</li> <li>▪ Delivery</li> <li>▪ Other product promotion (physical store/online sales platform)</li> </ul> </li> </ul> </li> </ul> <p>2. Promote and sell gold and silver jewellery products</p> <ul style="list-style-type: none"> <li>• Know about customers' psychology in buying jewellery products, including: <ul style="list-style-type: none"> <li>○ Types of customers</li> <li>○ Customers' preferences</li> </ul> </li> <li>• Apply promotion and sales techniques <ul style="list-style-type: none"> <li>○ Attract customers' attention</li> <li>○ Arouse customers' interest</li> <li>○ Stimulate consuming desires</li> <li>○ Analyze the quality and advantages/disadvantages of competitors' products</li> <li>○ Guide customers to buy</li> </ul> </li> <li>• Apply knowledge on jewellery to introduce gold and silver jewellery products and other supporting services to customers, including: <ul style="list-style-type: none"> <li>○ Provide value-added services (arrangement such as payment and delivery) to customers</li> <li>○ Value-added services for customer management (contact, promotion, etc.)</li> </ul> </li> </ul> |

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

Functional Area - Sales

|                     |   |
|---------------------|---|
|                     | <p>3. Professionalism</p> <ul style="list-style-type: none"><li>• Ensure that customers receive accurate and sufficient jewellery product information during the promotion and sales of the products</li><li>• Properly display and store jewellery products in strict accordance with the security guidelines of the organization</li><li>• Employ interpersonal communication skills to build and maintain quality relationships between the organization and customers</li></ul> |
| Assessment Criteria | <p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"><li>• Able to understand the basic knowledge of gold and silver jewellery products and the supporting services; and</li><li>• Master the promotion and sales techniques of gold jewellery products, and apply such techniques effectively in job duties related to the sales and marketing of jewellery, so as to facilitate transactions.</li></ul>                   |
| Remark              |   |