

Specification of Competency Standards
for the Jewellery Industry
Unit of Competency

Functional Area - Design

Title	Show and explain jewellery design products to customers
Code	108899L5
Range	This unit of competency is applicable to designers working in the jewellery design department of the jewellery industry. Practitioners should be capable of making presentation, expression and persuasion. They should be able to give detailed explanation to customers about the patterns, merits and characteristics of the design of the jewellery products to achieve the objective of promoting jewellery products.
Level	5
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Understand product presentation techniques</p> <ul style="list-style-type: none"> • Know about product presentation techniques <ul style="list-style-type: none"> ○ Master the time control of the product presentation ○ Explain to customers the reasons for choosing the product and specify the market value of the product <ul style="list-style-type: none"> ▪ Product content, such as: <ul style="list-style-type: none"> ▪ Functions ▪ Characteristics ▪ Merits ▪ External design ▪ How it differs from the same kind of product produced by competitors ▪ The selling points as to the profundity of the product and the capability to meet market demand ▪ Possess persuasive presentation techniques and politely answer enquiries from visitors <p>2. Show and explain jewellery design products to customers</p> <ul style="list-style-type: none"> • Employ product presentation techniques, such as storytelling, to show and explain jewellery design products to customers, so as to clearly present the merits, colours and characteristics of the external design of the products • Show and explain jewellery products with persuasiveness <p>3. Professionalism</p> <ul style="list-style-type: none"> • Ensure that customers receive accurate and sufficient information when presenting and explaining the jewellery design products to customers
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> • Able to give a detailed explanation and presentation to customers about the merits, characteristics and attractiveness of the jewellery products to achieve promotion effect.
Remark	