Specification of Competency Standards
for the Jewellery Industry
Unit of Competency

Functional Area - Technology Support

Title	Apply sales technology
Code	108968L3
Range	This unit of competency is applicable to practitioners working in the jewellery industry with job duties related to sales (including jewellery retail outlets and wholesale/export), marketing, operation management and technology support. Practitioners should be capable of making careful analysis and judgments, and using the information technology (IT) equipment/systems and data entry systems properly at the workplaces to perform sales duties in accordance with the established work procedures of the organization and guidelines of the instrument manufacturers, so as to enhance the performance of the outlets.
Level	3
Credit	3

Competency	Performance Requirements
	1. Know about IT equipment/systems related to the sales/marketing of jewellery
	
	• Know about the use of IT equipment/systems in marketing expansion, such as:
	    o Point-of-sale information
	    o Application of radio frequency identification system in sales
	    o Augmented reality functions
	    o Application of smartphone software
	    o Search engine marketing, such as:
	        ▪ Search keyword advertising
	        ▪ Marketing by search optimization
	• Know about retail technology, such as:
	    o Differences between traditional marketing and online marketing
	    o E-commerce business models
	• Know about the use of cloud business services and e-commerce in conjunction with cloud computing systems
	
	2. Use IT equipment/systems related to the sales/marketing of jewellery to enhance the sales services for customers and to master the sales performance, such as:
	
	• Master the inventory and sales of goods
	• Provide customers with timely product information
	• Analyze sales data to develop the steps of the sales plans
	• Analyze the market forecast
	
	3. Professionalism
	
	• Strictly adhere to the established procedures and guidelines of the organization, and use the IT equipment/systems properly
	• Observe professional ethics when collecting customer data, and carry out reasonable and legitimate personal data collection
	• When dealing with data, ensure that employees use the company's operational data properly and prevent any deletion and modification of information, or any misconduct such as employee/outsider theft, and know how to store the data properly

Assessment Criteria	The integrated outcome requirements of this unit of competency are: • Able to use various IT equipment/systems and software properly in accordance with the established procedures of the organization and the guidelines of the instrument manufacturers;

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	- Carry out simple repair work on IT equipment/systems and software according to the working guidelines, and know how to report to the superior immediately and seek technical support from professionals when serious problems occur; and - Keep up to date with the knowledge and application of the latest technology, such as payment methods, online communication and information security.
Remark	