

Specification of Competency Standards for the Jewellery Industry
Unit of Competency

1. Title	Show and explain jewellery design products to customers
2. Code	JLZZDE504A
3. Range	This unit of competency is applicable in jewellery companies or relevant workplaces. Practitioners should be capable to give detailed explanation to customers on the pattern, merits and characteristics of the design of the jewellery products to achieve the objective of promoting jewellery products.
4. Level	5
5. Credit	3
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Understand the product presentation technique ♦ Know about product presentation technique</p> <ul style="list-style-type: none"> • Master the time control of product presentation • Capable to 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: functions, characteristics, merits, external design and 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 technique and can politely answer enquiries from visitors <p>6.2 Show and explain jewellery design products to customers ♦ Employ product presentation technique to show and explain jewellery design products to customers; clearly present the merits, colour and the characteristics of the external design of the products</p>

	<p style="text-align: center;">◆ Show and explain jewellery products with persuasiveness</p>
7. Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <p>(i) Capable to give detailed explanation to customers on the merits, characteristics and the attractiveness of jewellery products to achieve promotion effect.</p>
8. Remarks	<p>The credit value of this unit of competency is set on the presumption that the person concerned already possesses the capability to design jewellery products.</p>