

Specification of Competency Standards for the Jewellery Industry
Unit of Competency

1. Title	Promote the sales of general gold and silver jewellery products
2. Code	JLZZSA107A
3. Range	This unit of competency is applicable in jewellery outlets. Practitioners should be capable to understand clearly the knowledge of precious/artificial jewellery products and to employ the promotion and marketing skills of general gold and silver jewellery products to meet sales target.
4. Level	1
5. Credit	6
6. Competency	<p align="center"><u>Performance Requirements</u></p> <p>6.1 Know about jewellery products</p> <ul style="list-style-type: none"> ◆ Know about jewellery products and relevant supporting services, such as: <ul style="list-style-type: none"> • Gold and silver jewellery <ul style="list-style-type: none"> ▸ Various kinds of fine gold/karat gold ▸ Various kinds of silver products ▸ Various kinds of precious metals ▸ Brand history ▸ Selling points of the design/pattern ▸ Quality/fineness ▸ Function/trend ▸ Price • Supporting services <ul style="list-style-type: none"> ▸ Maintenance ▸ Warranty ▸ Recovery • Other supporting measures <ul style="list-style-type: none"> ▸ Method of payment ▸ Delivery of goods ▸ Promotion of other products

	<p>6.2 Promote and sale the gold and silver jewellery products</p> <ul style="list-style-type: none"> ◆ Employ promotion and marketing skills <ul style="list-style-type: none"> • Draw customers’ attention • Arouse customers’ interest • Stimulate customers’ desire to purchase • Lead customers to buy ◆ Employ the knowledge of jewellery products to briefly introduce jewellery products and relevant supporting services to customers
<p>7. Assessment Criteria</p>	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> (i) Capable to master the basic knowledge and relevant supporting services of gold and silver jewellery products; and (ii) Capable to effectively employ the promotion and marketing skills of jewellery products in the marketing and promotion of jewellery.
<p>8. Remarks</p>	<p>This unit of competency is applicable to general jewellery practitioners.</p>