

Specification of Competency Standards for the Jewellery Industry
Unit of Competency

1. Title	Promote the sales of jewellery and jade products
2. Code	JLZZSA207A
3. Range	This unit of competency is applicable in workplaces such as jewellery outlets, showrooms and exhibition venues. Practitioners should be capable to know about precious/imitation jewellery and jade products as well as the supporting services, and can employ general promotion and marketing techniques on jewellery and jade products to facilitate transaction.
4. Level	2
5. Credit	9
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Know about jewellery and jade products</p> <ul style="list-style-type: none"> ◆ Know about jewellery and jade products as well as the supporting services <ul style="list-style-type: none"> • Jewellery and jade products <ul style="list-style-type: none"> ▸ Various kinds of jewellery ▸ Various kinds of jade jewellery ▸ The brand history of jewellery ▸ The selling points of the design/pattern ▸ Quality/Fineness ▸ Function/Trend ▸ Price • Supporting services <ul style="list-style-type: none"> ▸ Maintenance ▸ Warranty ▸ Recovery • Other facilitating measures <ul style="list-style-type: none"> ▸ Payment method ▸ Delivery ▸ Other product promotion

	<p>6.2 Promote the sales of jewellery and jade products</p> <ul style="list-style-type: none"> ◆ Know about customers' psychology in buying jewellery and jade products, including: <ul style="list-style-type: none"> • Types of customers • The buying psychology of customers • Capable to communicate with different customers ◆ Master the marketing strategy for trendy products, including: <ul style="list-style-type: none"> • Compile customer list • Analyze the characteristics and selling points of the products • Devise marketing methods • Determine the location and time for launching marketing strategy ◆ Master the market trend of the products, including: <ul style="list-style-type: none"> • Know about the trend of jewellery and jade products • Capable to communicate with different branding agents • Capable to explore the latest jewellery and jade products • Establish the selling points of one's own products • Analyze competitors' products and promote the sales of jewellery and jade products in accordance with the market trend ◆ Handle transactions, including: <ul style="list-style-type: none"> • Provide value-added services (payment and delivery arrangement, etc.) and value-added services for customer management (for the purposes of future contact and promotion of products, etc.) to customers
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7. Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <p>(i) Capable to know about jewellery and jade products and the supporting services, and can master general promotion and marketing techniques for jewellery and jade products to facilitate transactions.</p>
8. Remarks	<p>The credit value of this unit of competency is set on the presumption that the person concerned already possesses knowledge on jewellery and jade products.</p>