

**Specification of Competency Standards**  
**for the Logistics Industry**  
**Unit of Competency**

Functional Area - Sales, Marketing and Customer Services

Title	Apply communication skills for discussions related to logistics issues
Code	LOCUSM203B
Range	This unit of competency is applicable to all kinds of sea freight, air freight and express companies. Practitioners should be capable to use effective communication skills to carry out external discussions and make appropriate responses.
Level	2
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand effective communication skills</p> <ul style="list-style-type: none"> <li>• Understand the differences between internal and external communication</li> <li>• Understand targets of external communication, including background, structure, main business, operation and performance of as well as business contacts with the target company</li> <li>• Master personal information and characteristics of the person to be communicated with externally, including his position, main duties, working experience, attitude in dealing things, interpersonal network, etc.</li> <li>• Understand the work scope of the logistics industry, the work flow and functions of each department and associated companies</li> <li>• Know about effective communication skills on speaking, listening, giving response and making summaries, as well as interpersonal skills, etc.</li> <li>• Understand different communication media/tools, their functions, characteristics and limitations <ul style="list-style-type: none"> <li>○ Use of fax</li> <li>○ Use of email</li> <li>○ Use of telephone as a means of communication</li> <li>○ conduct meeting</li> <li>○ Conduct video-conference</li> </ul> </li> <li>• Understand common terminology used in the logistics industry, their abbreviations and other technical terms</li> </ul> <p>2. Apply effective communication skills to exchange ideas and foster discussion</p> <ul style="list-style-type: none"> <li>• Capable to effectively compile information for communication together with related documents including texts, data and images, before communication is done</li> <li>• Take into consideration the situation, the discussion topics and background of the attendees and select the most appropriate media and language tools as the means for communication, and be capable to apply effective communication skills to exchange ideas and foster discussion so as to achieve the purpose of idea exchange and information delivery</li> <li>• Respond appropriately and make changes accordingly when it is found that the message for communication fail to be conveyed effectively</li> </ul>
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> <li>• Capable to apply effective communication skills as well as common terms and technical terms used in the industry to carry out external communication so as to convey messages clearly and effectively</li> </ul>
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