

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

Functional Area - Sales, Marketing and Customer Services

Title	Present and explain to customers the logistics services offered
Code	LOCUSM210B
Range	This unit of competency is applicable to all kinds of sea freight, air freight and express companies. Practitioners should be capable to understand the current market situation of the logistics industry and its future development, and take into consideration the company's marketing strategy to present and explain to customers the services offered to them.
Level	2
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand presentation skills and techniques</p> <ul style="list-style-type: none"> <li>• Understand the market situation of the logistics industry and its future development</li> <li>• Have understanding of the company's business operation, including its business scope, its operation, work flow, pricing and work allocation among departments, etc.</li> <li>• Understand customers' business scope and nature, their service requirements and their relationship with the company, etc.</li> <li>• Know about the competitors in the market</li> <li>• Master presentation techniques, such as selection of useful information, language, font size, time management, sound level and body language, etc.</li> <li>• Understand the techniques of receiving customers, including: speaking skills, communication skills, language skills and use of body language, and interpersonal skills, etc.</li> <li>• Master equipment that may be used in the presentation to suit the environment and customers</li> <li>• Understand the means and focus of promotion, and be capable to handle customers' general enquiries</li> </ul> <p>2. Present and explain to customers the logistics services offered</p> <ul style="list-style-type: none"> <li>• Based on the pre-set marketing program, use effective communication and presentation techniques to present and explain to customers clearly the message and key points of the promotion</li> <li>• Master the flow of the presentation, the organisation of information, its structure and format, etc.</li> <li>• Based on different situations and customers' responses, select or trim suitable information for presentation</li> <li>• Use suitable equipment to assist in the presentation</li> <li>• Capable to handle customers' enquiries and queries regarding the presentation</li> <li>• Contact different departments to handle customers' questions or hand the cases over to related department to follow up</li> </ul>
Assessment Criteria	<p>This integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> <li>• Capable to explain to customers in detail the company's services so as to achieve the purpose of promotion;</li> <li>• Capable to master the contents, format, emphasis and method for presentation; and</li> <li>• Use equipment effectively so that customers can easily grasp the information and key points of the presentation</li> </ul>
Remark	