

Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Sales, Marketing and Customer Services

Title	Present and explain proposals to customers
Code	LOCUSM301B
Range	This unit of competency is applicable to all sea freight, air freight, and express operators. Practitioners should be capable to present and explain service proposals to customers clearly.
Level	3
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the requirements of different customers</p> <ul style="list-style-type: none"> • Have a thorough understanding of company's business operation including scope of business, operation, work flow, pricing and work allocation among departments • Master customers' business, characteristics, service requirements, relationship with company's business, existing or future business challenges and the feasibility of developing into a partner relationship with company, etc. • Understand the content and details of the proposal, and master customers' requirements for freight / express service based on the proposed plan including purpose of writing, content of the proposal, the benefits and deficiencies brought about by the proposal, and solutions, etc. • Understand how the following factors influence customers' requirements for transportation service including market competition, operation mode, cost structure, government policies, technological development and corporate culture, etc. • Understand competitors including services provided, their strengths and weaknesses, pricing and new moves, etc. • Master presentation skills such as content selection, language, time control, volume control and body language, etc. • Understand the techniques in receiving customers including conversation skills, communication skills, language use, body language and human relations skills, etc. • Possess the competency in handling customers' questions and queries <p>2. Present and explain service proposals to customers</p> <ul style="list-style-type: none"> • Clearly present and explain to customers the content and main points of the proposal according to their requirements for freight / express service by making use of sound communication skills and presentation skills • Analyse various shipment proposals and their strengths and weaknesses • Consider different scenarios and different reactions and opinions, then select the appropriate presentation contents • Respond to customers' questions and queries appropriately or discuss with relevant departments and consider the feasibility of making amendments in accordance with customers' queries and suggestions • Acquire customers' trust and promises
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> • Capable to present and explain service proposals to customers clearly according to customers' requirements for freight / express service so as to acquire their trust and promises
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