

Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Sales, Marketing and Customer Services

Title	Use complicated Putonghua for business communication with customers
Code	LOCUSM314B
Range	This unit of competency is applicable to all kinds of sea freight, air freight and express companies. Practitioners should be capable to use complicated Putonghua to communicate with customers so as to understand clearly their needs and execute relevant duties effectively
Level	3
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Know how to master complicated Putonghua communication skills</p> <ul style="list-style-type: none"> • Understand the operation of the logistics industry in deep • Master common terms, the abbreviations and technical terms used in the logistics industry • Goods interpersonal skills and sales techniques • Understand the company structure, functions and work flow of different departments, cooperation mode among departments and their scope of responsibility • Understand the business relationship between the company and customers and characteristics of each customer • Possess good communication skills and skills for receiving customer <p>2. Use complicated Putonghua for business communication with customers</p> <ul style="list-style-type: none"> • Use complicated Putonghua to communicate with customers so as to understand clearly their needs and execute relevant duties effectively • Respond to customers' request for more detailed explanation of business according to personal ability, and report to senior levels and seek help at the right time. • When there is any communication problem or complaint during the communication with customers, report immediately to senior levels and find out the best way to handle it. • When there is any communication problem during the process of handling business with customers, report immediately to senior levels for handling
Assessment Criteria	<p>This integrated outcome requirements of this unit of competency is:</p> <ul style="list-style-type: none"> • Capable to use complicated Putonghua to communicate with customers so as to understand clearly their needs and execute relevant duties effectively
Remark	