

## Specification of Competency Standards for the Logistics Industry

### Unit of Competency

1. Title	Market services and products
2. Code	LOCUSM414A
3. Range	This unit of competency is applicable to logistics service providers. Practitioners should be capable of performing tasks with discretion and judgment in marketing services and products to customers.
4. Level	4
5. Credit	3 (for reference only)
6. Competency	<p style="text-align: center;"><u>Performance Requirements:</u></p> <p>6.1 Know about marketing management</p> <ul style="list-style-type: none"> <li>• Know about the principle of marketing</li> <li>• Know about the relevant knowledge of customer service</li> <li>• Understand company policy and procedures</li> </ul> <p>6.2.1 Identify opportunities to promote products and services</p> <ul style="list-style-type: none"> <li>• Synthesise technical specifications and application(s) of products and services</li> <li>• Match/tailor applicability of products and services to particular customers or customer groups based on their requirements</li> <li>• Explain features of products and services (including technical specifications) in relation to customers' requirements or potential requirements</li> <li>• Where appropriate, refer customers to expert personnel or services</li> </ul> <p>6.2.2 Negotiate sales</p> <ul style="list-style-type: none"> <li>• Explore potential sales opportunities with customers</li> <li>• Negotiate with customers to complete the sales, to reach agreements in accordance with customers' requirements</li> </ul> <p>6.2.3 Close sales</p> <ul style="list-style-type: none"> <li>• Complete documentation of the agreements with customers</li> <li>• Maintain contact with customers</li> </ul> <p>6.3 Review the effectiveness of marketing services and products</p> <ul style="list-style-type: none"> <li>• Review sales and marketing activities</li> <li>• Determine performance standards</li> <li>• Collect data to evaluate current performance</li> <li>• Identify gaps between standards and actual performance</li> <li>• Provide recommendations to meet pre-determined performance</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> <li>• Capable of recognising opportunities to promote products and services</li> <li>• Capable of negotiating sales</li> <li>• Capable of completing documentation of the agreements with customers</li> <li>• Capable of reviewing the effectiveness of marketing services and products</li> </ul>
8. Remarks	