

Specification of Competency Standards for the Logistics Industry

Unit of Competency

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| 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"> • Know about the principle of marketing • Know about the relevant knowledge of customer service • Understand company policy and procedures <p>6.2.1 Identify opportunities to promote products and services</p> <ul style="list-style-type: none"> • Synthesise technical specifications and application(s) of products and services • Match/tailor applicability of products and services to particular customers or customer groups based on their requirements • Explain features of products and services (including technical specifications) in relation to customers' requirements or potential requirements • Where appropriate, refer customers to expert personnel or services <p>6.2.2 Negotiate sales</p> <ul style="list-style-type: none"> • Explore potential sales opportunities with customers • Negotiate with customers to complete the sales, to reach agreements in accordance with customers' requirements <p>6.2.3 Close sales</p> <ul style="list-style-type: none"> • Complete documentation of the agreements with customers • Maintain contact with customers <p>6.3 Review the effectiveness of marketing services and products</p> <ul style="list-style-type: none"> • Review sales and marketing activities • Determine performance standards • Collect data to evaluate current performance • Identify gaps between standards and actual performance • Provide recommendations to meet pre-determined performance |
| 7. Assessment Criteria | <p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of recognising opportunities to promote products and services • Capable of negotiating sales • Capable of completing documentation of the agreements with customers • Capable of reviewing the effectiveness of marketing services and products |
| 8. Remarks | |