

Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Sales, Marketing and Customer Services

Title	Sell products and services
Code	LOCUSM319B
Range	This unit of competency is applicable to logistics service providers. Practitioners should be capable of demonstrating effective communication skills to identify customer requirements and sell relevant products and services.
Level	3
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Possess the basic knowledge of sales management <ul style="list-style-type: none"> • Know about the principles of sales management • Understand the products and services • Understand the business operations of logistics and related industries • Understand company policy and procedures 2. Apply product knowledge <ul style="list-style-type: none"> • Demonstrate knowledge of logistics related products/services • Develop product knowledge through various sources 3. Collect information <ul style="list-style-type: none"> • Apply listening skills to identify customer requirements • Apply questioning techniques to identify customer purchasing motives • Interpret and clarify non-verbal communication signals • Build relationships with customers where appropriate • Review sales performance to improve future sales 4. Approach customers and sell products/services <ul style="list-style-type: none"> • Determine and apply the best timing to approach customers • Identify and apply effective sales approaches • Arouse customer interest and sell logistics related products/services
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of applying product knowledge and using appropriate sales techniques to sell logistics related products/services; • Capable of gathering information to enhance sales performance; and • Capable of approaching customers and selling logistics products/services
Remark	