

Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Sales, Marketing and Customer Services

Title	Build relationships with customers
Code	LOCUSM412B
Range	This unit of competency is applicable to logistics service providers. Practitioners should be capable of building relationships with customers and conducting sales presentations.
Level	4
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Know about customer relationship management</p> <ul style="list-style-type: none"> • Know about the principles of customer relationship management • Understand the business operations of logistics related industries • Understand company policy and procedures <p>2. Establish rapport with customers</p> <ul style="list-style-type: none"> • Establish rapport with customers and show concern towards customers' needs and requirements to develop customer relationships • Maintain high ethical standards to enhance company credibility and image • Identify customers' needs accurately to maximise customers' satisfaction and sales volume • Apply appropriate techniques to maximise sales volume • Provide adequate information to customers <p>3. Apply expert knowledge</p> <ul style="list-style-type: none"> • Provide customers with accurate product information to facilitate customers in making purchase decisions • Evaluate product features and advantages/disadvantages of products/services and make recommendations to customers • Maximise customer interest in product/service and offer payment options • Accurately calculate prices and discounts • Provide adequate information of after-sale supporting services and back-up services • Accurately explain back-up service and reassure customers in accordance with relevant legislative requirements • Provide customers with relevant contact information • Input customer and transaction data and details into database accurately for record and follow-up purposes <p>4. Plan sales presentations</p> <ul style="list-style-type: none"> • Plan sales presentations to introduce product characteristics • Target customer group in accordance with product characteristics and company policy (e.g., customer profile) • Prepare promotional materials and distribute to targeted customer group • Organise and present a range of products/services to enhance company image <p>5. Implement sales presentations</p> <ul style="list-style-type: none"> • Ensure sufficient resources (e.g., staff notice, promotion booklet, presentation materials) are prepared for presentations

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	<ul style="list-style-type: none"> • Apply effective communication skills to encourage customer interaction and create customer interest • Assess presentation results in accordance with predetermined criteria, and provide improvement recommendations where appropriate <p>6. Deal with difficult customers effectively</p> <ul style="list-style-type: none"> • Address customer complaints and provide support to customers • Apply active listening and questioning skills to minimise customer frustration and verbalise issues • Develop mutual acceptable solutions to resolve the problems • Establish customer loyalty and confidence in the product/service, and develop long-term trust relationships
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of applying expert knowledge to accurately provide product information to customers and the back-up supporting service; • Capable of planning and implementing sales presentations, introducing products/service specification and sales strategies of the company; • Capable of developing, maintaining, and utilising customer database to formulate marketing activities; • Capable of handling customer complaints and solving problems effectively; and • Capable of establishing long-term relationships with customers
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