

**Specification of Competency Standards  
for the Manufacturing Technology Industry  
Unit of Competency**

Functional Area - Sales, Marketing and Customers Management

Title	Customer exploration and relationships holding
Code	106386L3
Range	This unit of competency is applicable to all kinds of markets and sales departments of Manufacturing Technology Industry corporations. Practitioners should be capable to find relevant customers, target potential customers and receive customers, so as to explore corporate business.
Level	3
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand relevant knowledge of customers exploration and relationships holding</p> <ul style="list-style-type: none"> <li>• Know the management strategies of corporation customer relationship.</li> <li>• Know the corporate brand strategies</li> <li>• Understand the management measures of corporation customer relationships.</li> <li>• Understand basic knowledge of receiving customers, including personal appearance, cultures and etiquette of greeting customers, as well as interpersonal skills.</li> <li>• Understand customer relationships building and management skills.</li> <li>• Understand basic manufacturing engineering knowledge.</li> <li>• Understand basic manufacturing materials knowledge.</li> </ul> <p>2. Customers exploration and relationships holding</p> <ul style="list-style-type: none"> <li>• Search and target potential customers through different ways, such as internet, social network and exhibitions</li> <li>• Carry out daily work of customers management, such as visits, phone calls, e-mails and all kinds of electronic communication methods</li> <li>• Manage customers contact records, such as conversations, phone calls, e-mails and letters</li> <li>• Discuss with other colleagues and customers, provide comprehensive and corresponding plans which match customers requirements</li> <li>• Discuss the sample requirements with customers, and formulate suitable sample orders for shopfloor to make suitable samples</li> <li>• Record the main points of customers special requirements and report to management</li> <li>• Follow customers relationships report, such as replying enquiries, confirming quotations, commitments and assisting following customers complaints</li> <li>• Apply relevant resource library and computer system of customer relationships management, such as recording customers information, searching customers information as well as new data</li> </ul> <p>3. Professional knowledge of customers exploration and relationships holding</p> <ul style="list-style-type: none"> <li>• Apply interpersonal skills, build and maintain high quality customers relationships</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> <li>• Capable to meet the corporate policies, expand and maintain relationships with customers and meet customers requirements</li> <li>• Capable to collect and analyse customers requirements, and according to customers requirements, formulate sample orders to make samples</li> </ul>
Remark	