

Specification of Competency Standards
for the Printing and Publishing Industry
Unit of Competency

1. Title	Understand marketing skills
2. Code	PPPRCR303A
3. Level	3
4. Credit	9
5. Competency	<p style="text-align: right;"><u>Performance Requirements</u></p> <p>5.1 Understand basic sales theory</p> <ul style="list-style-type: none"> ◆ Understand sales flow ◆ Understand buyer psychology and behaviour of customer ◆ Have a clear idea of real need of customer ◆ Master 'customer-oriented' sales skills <p>5.2 Use skills for marketing print products</p> <ul style="list-style-type: none"> ◆ Understand requirements on personal appearance of sales personnel with regard to attire, manners, attitude and courtesy ◆ Know how to earn trust of customer ◆ Able to provide customer with professional advice ◆ Master effective negotiation skills to reach a deal ◆ Know clearly how to achieve win-win situation in marketing

	5.3 Apply 'customer-oriented' marketing skills ♦ Exercise 'customer-oriented' marketing skills based on buyer psychology of customer and according to set corporate policy to achieve win-win deal
6. Range	Exercise 'customer-oriented' marketing skills based on buyer psychology of the customer to achieve a win-win deal and perform related tasks in sales department.
7. Assessment Criteria	The integrated outcome requirements of this unit of competency are: (i) Able to exercise 'customer-oriented' marketing skills based on buyer psychology of the customer to achieve a win-win deal.
8. Remarks	This unit of competency is applicable to printing industry practitioners in general.