

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

1. Title	Understand sales and marketing skills
2. Code	PPPUDS301A
3. Level	3
4. Credit	12
5. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>5.1 Understand basic theory of sales</p> <ul style="list-style-type: none"> ◆ Understand sales flow ◆ Understand consumer psychology and behaviour of customer ◆ Know precisely real needs of customer ◆ Master 'customer-oriented' sales skill <p>5.2 Apply marketing skills</p> <ul style="list-style-type: none"> ◆ Understand requirements on personal appearance of sales personnel including attire, manners, attitude and courtesy ◆ Master methods to gain trust of customer ◆ Able to provide customer with professional advice ◆ Master effective negotiation skills to achieve deal ◆ Know precisely how to reach win-win situation in sales and marketing <p>5.3 Use sales and marketing skills to achieve win-win deal</p> <ul style="list-style-type: none"> ◆ Make use of professional sales and marketing skills to achieve win-win deal according to different needs of customers

6. Range	Make use of professional sales and marketing skills to achieve a win-win deal for publications based on different needs of customers and perform related tasks in sales department and customer services department.
7. Assessment Criteria	The integrated outcome requirements of this unit of competency are: (i) Able to make use of sales and marketing skills to achieve a win-win deal.
8. Remarks	This unit of competency is applicable to publishing practitioners in general.