

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

Functional Area - Distribution and Sales

Title	Understand sales and marketing skills
Code	106321L3
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 and customer services departments.
Level	3
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand basic principles of selling</p> <ul style="list-style-type: none"> • Understand sales flow • Understand the psychology, behaviour and real needs of customers • Understand the ever-changing market needs. • Master “customer-oriented” sales skills. • Understand requirements on sales personnel including personal grooming, attire, style of conversation and manners. • Master methods to gain trust of customer. • Be able to provide professional advice for customer’s consideration. • Master effective negotiation skills to close deals. • Master how to reach win-win situation in sales. • Know the operation model of e-commerce. <p>2. Based on the above competency, be able to use selling techniques in the sales of publication.</p> <p>3. Be able to use professional sales and marketing skills to match with different customers’ needs in order to achieve win-win deal.</p>
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency:</p> <ul style="list-style-type: none"> • Be able to use sales and marketing to achieve win-win deals.
Remark	This unit of competency is suitable for general publishing practitioners.