

Specification of Competency Standards of the Retail Industry

**Unit of Competency**

**Functional Area: Information Technology**

Title	Conduct online sales
Code	105091L2
Range	This unit of competency (UoC) is applicable to staff responsible for online sales in the retail industry. It covers the abilities to conduct effective online sales in familiar and routine situations according to the established online sales procedures and product promotion strategies of the organization in order to assist the organization's retail business development.
Level	2
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Knowledge of online sales <ul style="list-style-type: none"> <li>• Know about the organization's online business and sales strategies</li> <li>• Understand the organization's online sales policy</li> <li>• Possess knowledge of online sales</li> <li>• Understand the organization's product sales terms and conditions</li> <li>• Understand various types of online shop systems, including: <ul style="list-style-type: none"> <li>• Product display and browsing</li> <li>• Online order</li> <li>• Online payment</li> <li>• Online publicity and promotion, etc.</li> </ul> </li> <li>• Know about the government regulations and legal requirements for online sales and websites</li> <li>• Know about the corporate policy on online customer relationship</li> </ul> </li> <li>2. Conduct online sales <ul style="list-style-type: none"> <li>• Use effective ways to conduct online sales according to the online business policy of the organization</li> <li>• Assist in testing the accuracy and effectiveness of the established sales procedures/process of the organization to see whether or not: <ul style="list-style-type: none"> <li>• The information of the order form is correct</li> <li>• The goods have been delivered punctually</li> <li>• The product has been well-packed</li> <li>• A thankyou letter is automatically sent by the system after the transaction is completed</li> </ul> </li> <li>• Use all kinds of web tools properly according to corporate guidelines to conduct product sales and promotion, e.g.: <ul style="list-style-type: none"> <li>• Send online catalogues to target customers</li> <li>• Send emails to target customers</li> <li>• Use social network media (e.g. Facebook, Weibo, etc.)</li> </ul> </li> <li>• Assist in completing online transactions, e.g. confirm orders, issuing invoices, arrange deliveries, etc.</li> <li>• Implement the organization's online customer relationship techniques to assist in retaining and attracting new customers</li> </ul> </li> <li>3. Exhibit professionalism <ul style="list-style-type: none"> <li>• Strictly comply to the government regulations and legal requirements for online business activities</li> <li>• Prevent in a professional manner any abuse of power or corrupt conduct by means of online sales</li> </ul> </li> </ol>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> <li>• Conduct online sales effectively according to the organization's online sales policy and procedures to assist the organization's retail business development; and</li> <li>• Use all kinds of web sales techniques according to the established procedures of the organization to assist the organization in achieving its retail performance indicators.</li> </ul>
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