

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge

Title	Introduce liquor products
Code	105714L3
Range	This unit of competency (UoC) is applicable to staff responsible for the sale of liquor products in the retail industry. It requires analysis, judgement and persuasiveness. It covers the abilities to introduce to customers the characteristics and advantages of the liquor products sold by the organization so as to stimulate their buying desire and facilitate transactions.
Level	3
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge of liquor products</p> <ul style="list-style-type: none"> • Understand the organization's business strategies (including the liquor products) • Understand the information and characteristics of the liquor products sold by the organization, including: <ul style="list-style-type: none"> • Origin of products, their main suppliers and stability of supply • Brands and types of products, e.g. grape wine, beer and rice wine • Nature of products, e.g. spirits and table wine • Functions and effect of products, e.g. medical efficacy or for cooking • Materials, methods and process of brewing the products • Cost prices and selling prices of products and discount offers • Year of consumption of the products and noting points after opening the bottles and for re-storage • Knowledge of quality control of the product, e.g. whether it will deteriorate because of the storage environment • Do's and don'ts for the consumption of the product, e.g. amount and its pairing food • Do's and don'ts for the storage of the product, e.g. temperature and humidity • Other drinks, food and products which can be consumed together with the product • After-sales service which can be provided by the organization • Master the techniques of communicating with customers/persuading them, including: <ul style="list-style-type: none"> • Basic knowledge of psychology and application of empathy • Promotion and customer relation skills • Understand the legislations and regulatory guidelines of the Government and other regulators related to liquor products, e.g. : <ul style="list-style-type: none"> • Trade Descriptions Ordinance (e.g. composition for manufacture) • Product Safety Ordinance (e.g. whether the product contains banned or harmful substances) • Dutiable Commodities (Liquor) Regulations (reminding the customers) • Road Traffic Ordinance: driving a motor vehicle while he is under the influence of drink or drugs (reminding the customers) • No person under 18 years of age is allowed to drink liquor in public places (reminding the customers)

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Competency	<p>2. Introduce liquor products</p> <ul style="list-style-type: none"> • Use promotion and communication skills to introduce to customers the liquor products sold by the organization, including: <ul style="list-style-type: none"> • Introducing to customers the liquor products which cater to their preferences and needs, e.g. : <ul style="list-style-type: none"> • Liquor for banquets or grand occasions • Famous wines as gifts • Red wine or white wine consumed at meals • Beer, red wine and rice wine for daily consumption • Liquor for cooking • Introducing to customers in detail the information on manufacture, brewing process and advantages of the product • Informing customers the information of the product provided by the manufacturer (alcohol content and the year) • Providing customers with written documents stating the condition and quality assurance of the products (if necessary) according to the policies of the organization • Introducing the liquor products of the organization to customers actively to stimulate their buying desire • Answering the questions of customers, allaying their concerns and doubts about the products and helping them make choices • Analyze and assess what liquor products are required by customers, including: <ul style="list-style-type: none"> • Understanding the types and quantity of products required by customers • Leading customers to the display room/shelf for site visit and tasting • Calculating the expense for buying the products required by a customer and related items (e.g. delivery and storage service), and giving a quotation • Preparing the required documents and making arrangements for delivery after gaining the consent of the customer • Providing accurate information related to the supply, transportation and delivery of products • State the price and payment methods clearly, including: <ul style="list-style-type: none"> • Providing discount offers according to corporate guidelines so as to promote specified liquor products • Providing and explaining different types of payment methods to customers so as to respond to their needs • Provide customers with other recommendations and analysis related to liquor products, e.g. : <ul style="list-style-type: none"> • Problems possibly encountered for different products in the storage environment, on display shelf, during consumption and storage after consumption, and recommending the correct ways to handle them • Introducing accessories of liquor products, e.g. bottle opener <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Make no exaggeration or misrepresentation when introducing liquor products
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to :</p> <ul style="list-style-type: none"> • Use promotion and communication skills and knowledge of liquor products to introduce to consumers the characteristics and advantages of the products sold by the organization so as to stimulate their buying desire and facilitate transactions.
Remark	