

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge

Title	Introduce cameras and photographic equipment
Code	105722L3
Range	This unit of competency (UoC) is applicable to staff responsible for the sale of cameras and photographic equipment in the retail industry. It covers the abilities to introduce to customers the characteristics and advantages of the cameras and photographic equipment sold by the organization and recommend cameras and photographic equipment according to customers' requirements.
Level	3
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of cameras and photographic equipment <ul style="list-style-type: none"> • Understand the organization's sales guidelines and targets for product sale • Understand customer relation and sales techniques • Master the information and characteristics of the cameras and photographic equipment sold by the organization, including: <ul style="list-style-type: none"> • Functions, characteristics and models of products • Origin of products and manufacturer's information • Branding and design style of products • Trendiness and advanced technology of the products • Accessories and equipment which can be used in association with the products • Selling prices of products and discount offers • Methods and noting points for routine maintenance • Noting points for the use of the products • After-sales service provided by the organization • Master the techniques of communicating with customers/persuading them • Understand the legislations and regulatory guidelines of the Government and other regulators related to the promotion of general cameras and photographic equipment, e.g. : <ul style="list-style-type: none"> • Trade Descriptions Ordinance • Consumer Council Ordinance • Understand basics of photography and terminology 2. Introduce cameras and photographic equipment <ul style="list-style-type: none"> • Use good communication and promotion skills to introduce to customers the cameras and photographic equipment <ul style="list-style-type: none"> • Understanding customers' special requirements and preference on products, e.g. professional or general users • Introducing to customers clearly and concisely the information, advantages and characteristics of the products provided by the manufacturer • Highlight the exclusive features of a product and its differences from those of the same category, e.g. focus speed, film speed and WIFI feature • Informing customers of the product maintenance terms provided by the manufacturer/organization • Providing customers with documents certifying the condition and warranty of the products (including additional period and coverage of maintenance) • Introducing other suitable accessories to customers to stimulate their buying desire • Answering the questions of customers correctly and helping them make choices • State the product price and payment methods clearly, including: <ul style="list-style-type: none"> • Providing discount offers according to corporate guidelines so as to promote specified cameras and photographic equipment • Providing different types of payment methods (e.g. in installments) to customers so as to respond to their needs 3. Exhibit professionalism <ul style="list-style-type: none"> • Ensure compliance with related legal requirements and avoid using undesirable sales practices to cheat customers when introducing cameras and photographic equipment

Unit of Competency

Functional Area: Specific Product Knowledge

Assessment Criteria	The integrated outcome requirement of this UoC is the ability to : <ul style="list-style-type: none">• Use promotion and customer relation skills and knowledge of cameras and photographic equipment to correctly introduce and recommend to consumers the features and advantages of the products sold by the organization so as to stimulate their buying desire and to facilitate transactions.
Remark	