

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge

Title	Give demonstrations of cameras and photographic equipment
Code	105723L3
Range	This unit of competency (UoC) is applicable to staff responsible for the sale of cameras and photographic equipment in the retail industry. It requires judgement and analysis. It covers the abilities to use the knowledge in operating cameras and photographic equipment and basic photographic skills to demonstrate to customers the features and characteristics of the products sold by the organization so as to stimulate their buying desire and facilitate transactions.
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 targets • Master customer relation and sales skills • Master the information of the cameras and photographic equipment sold by the organization, including: <ul style="list-style-type: none"> • Features and characteristics of and operating skills for products, e.g. digital camera and SLR camera • Other accessories and equipment required, e.g. lens, filter, tripod, flashlight and battery • High-end camera storage: dry cabinet, dry box, etc. • Daily maintenance procedures and noting points, e.g. dust, water and hit • Details of after-sales service • Understand basic photographic skills and terminology, including: <ul style="list-style-type: none"> • Focus and lighting • Exposure e.g. shutter, aperture and manual control • Angle and red eye • Master product demonstrations skill 2. Give demonstrations of cameras and photographic equipment <ul style="list-style-type: none"> • Make preparations for the demonstration of cameras and photographic equipment, including: <ul style="list-style-type: none"> • Being familiar with the features and characteristics of products, e.g. effects of different formats and different lens • Gathering related documents of products, including manual for product user/user manual provided by the vendor, warranty card • Being familiar with the operating skills • Default features • Working out a demonstration plan which highlights the advantages and characteristics of products, and the contingency measures in case of product failure • Preparing accessories and props required to let customers experience the actual operation and effects • Use the knowledge of and the demonstration skills for cameras and photographic equipment to present to customers the features and effects of the products, e.g. : <ul style="list-style-type: none"> • Demonstrating specified product features and operating method according to customers' specified requests and interest • Making use of the surroundings and other accessories to show the best effect and features of products • Pay attention to the safety of the surroundings and related equipment to avoid damage of the products during demonstration • Use good communication skills to answer clearly and concisely the questions of customers during demonstration • Review product demonstration procedures regularly and make appropriate adjustments if necessary 3. Exhibit professionalism <ul style="list-style-type: none"> • Maintain good service attitude during demonstration, show the features and operating methods of products patiently and professionally to ensure satisfaction of customers

Specification of Competency Standards of the Retail Industry

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 the knowledge of and the operating skills for cameras and photographic equipment to present their features and characteristics according to the request and interest of customers so as to stimulate their buying desire and facilitate transactions.
Remark	