

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge

Title	Introduce musical/audio products
Code	105724L3
Range	This unit of competency (UoC) is applicable to staff responsible for the sale of musical/audio products in the retail industry. It covers the abilities to introduce to customers the characteristics and advantages of the musical/audio products (e.g. music player, speaker, amplifier and headphone) 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 musical/audio products <ul style="list-style-type: none"> • Understand the organization's sales guidelines and targets for product sale • Understand customer relation and communication techniques • Master the sales and persuasion techniques • Master the information and characteristics of the musical/audio products 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 • Understand the basic theories of sound and acoustics • Understand the legislations and regulations related to the promotion of products, e.g. : <ul style="list-style-type: none"> • Trade Descriptions Ordinance • Consumer Council Ordinance • Sale of Goods Ordinance 2. Introduce musical/audio products <ul style="list-style-type: none"> • Use promotion and communication skills to introduce to customers the musical/audio products sold by the organization <ul style="list-style-type: none"> • Understanding customers' special requirements and preference on products • 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 compare with those of the same category • Informing customers of the product maintenance terms provided by the manufacturer/organization correctly • Providing customers with written documents stating the condition and warranty of the products (including additional period and coverage of maintenance) • Introducing other suitable accessories to customers to optimize the effect of product • 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 musical/audio products • Providing different types of payment methods (e.g. in installments) to customers so as to respond to their needs • Prepare the required documents for delivery, installation and maintenance arrangements after gaining the consent of the customer 3. Exhibit professionalism <ul style="list-style-type: none"> • Do not use undesirable sales practices to cheat customers when promoting musical/audio products

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 promotion and customer relation skills and knowledge of musical/audio products to introduce and recommend to consumers the characteristics and advantages of the products sold by the organization so as to stimulate their buying desire and facilitate transactions.
Remark	