

**Unit of Competency****Functional Area: Specific Product Knowledge**

Title	Give demonstrations of musical/audio products
Code	105725L3
Range	This unit of competency (UoC) is applicable to staff responsible for the sale of musical/audio products in the retail industry. It requires analysis and judgement. It covers the abilities to use the knowledge of and operating skills for musical/audio products to demonstrate and clearly introduce to customers the features and advantages of the products sold by the organization so as to facilitate transactions.
Level	3
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Knowledge of musical/audio products <ul style="list-style-type: none"> <li>• Understand the organization's sales targets</li> <li>• Master the knowledge related to the musical/audio products sold by the organization, including: <ul style="list-style-type: none"> <li>• Features and characteristics of products</li> <li>• Differences and comparisons with other similar products</li> <li>• Skills for setting and operating the products</li> </ul> </li> <li>• Master the skills for demonstrating musical/audio products, including: <ul style="list-style-type: none"> <li>• One-to-one or group demonstration</li> <li>• Highlighting the features and advantages of products</li> <li>• Maintaining interactions</li> <li>• Problems possibly encountered in product demonstrations and solutions</li> </ul> </li> <li>• Understand the basic theories of sound and acoustics</li> <li>• Master customer relation and sales skills</li> <li>• Understand legal requirements and procedures related to occupational safety and health</li> </ul> </li> <li>2. Give demonstrations of musical/audio products <ul style="list-style-type: none"> <li>• Make preparations for the demonstration of musical/audio products, including: <ul style="list-style-type: none"> <li>• Being familiar with the features, characteristics and correct operating procedures of products</li> <li>• Preparing different types of music, e.g. classical music, folk songs and pop music</li> <li>• Gathering related documents of products, including manual for product user/user manual provided by the vendor and warranty card</li> <li>• Memorizing the operating guide provided by the manufacturer</li> <li>• Preparing a demonstration plan which highlights the advantages and characteristics of products</li> </ul> </li> <li>• Set a demonstration room/zone for the musical/audio products, including: <ul style="list-style-type: none"> <li>• Displaying and the musical/audio products in a professional and attractive way</li> <li>• Preparing appropriate and proper equipment for trial listening</li> <li>• Arranging soundproof area if the environment permits</li> <li>• Arranging other supporting facilities e.g. comfortable chair</li> </ul> </li> <li>• Use the knowledge of musical/audio products to give product demonstrations according to procedures established by the organization, e.g. : <ul style="list-style-type: none"> <li>• One-to-one demonstration: performing individual demonstrations according to the actual needs and interest of customers</li> <li>• Group demonstration: highlighting the characteristics and features of products</li> </ul> </li> <li>• Use good communication skills to answer the questions of customers correctly during demonstration</li> <li>• Review product demonstration procedures regularly and make appropriate adjustments if necessary</li> </ul> </li> <li>3. Exhibit professionalism <ul style="list-style-type: none"> <li>• Maintain good service attitude during demonstration, show the features and operating procedures of products patiently and professionally to ensure satisfaction of customers</li> </ul> </li> </ol>
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> <li>• Use the knowledge of and the demonstration skills for musical/audio products to present their features and characteristics according to the request and interest of customers so as to stimulate their buying desire and facilitate transactions.</li> </ul>
Remark	