

Unit of Competency

Functional Area: Specific Product Knowledge

Title	Introduce computer/mobile phone products
Code	105726L3
Range	This unit of competency (UoC) is applicable to practitioners in the retail industry. It covers the abilities to use basic computer knowledge and sales techniques to introduce to customers the features, functions and advantages of the computer/mobile phone products sold by the organization to facilitate transactions.
Level	3
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge of computer/mobile phone products</p> <ul style="list-style-type: none"> • Understand the organization's sales targets • Understand customer relation and sales techniques • Master communication and persuasion techniques • Master the information and characteristics of the computer/mobile phone products (hardware and software) sold by the organization, including: <ul style="list-style-type: none"> • Functions, features and models of products • Origin of products and manufacturer's information • Branding and design style of products • Advanced technical functions and development trends 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 basic operation and terminology of computer/mobile phone products, e.g. : <ul style="list-style-type: none"> • Router/wireless online arrangement • Processor and hard drive • Network interface and local area network • Server • Multi-media and Office applications • Understand the legal requirements of the Government and other regulators and codes of practice related to the promotion of computer/mobile phone products, e.g. : <ul style="list-style-type: none"> • Trade Descriptions Ordinance • Consumer Council Ordinance • Undesirable sales practices <p>2. Introduce computer/mobile phone products</p> <ul style="list-style-type: none"> • Use good promotion and communication skills to introduce to customers the computer/mobile phone products (hardware and software), including: <ul style="list-style-type: none"> • Understanding customers' special requirements, buying purposes and budget for products, e.g. for household or commercial use • Introducing to customers clearly the information, advantages and technical characteristics of the products provided by the manufacturer • Highlight the exclusive features of a product as well as its differences and comparisons with other similar products • 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) according to corporate policies if necessary • Introducing other suitable accessories and applications to customers • 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 computer/mobile phone products • Providing and explaining different types of payment methods 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, and verify that the information is correct

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Competency	3. Exhibit professionalism <ul style="list-style-type: none">Abide by professional ethics and do not use undesirable sales practices to cheat customers when introducing computer/mobile phone products
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 computer knowledge to introduce and recommend to consumers the functions, features and advantages of the computer/mobile phone products sold by the organization so as to facilitate transactions and boost sales.
Remark	