

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge

Title	Give demonstrations of computer/mobile phone products
Code	105727L3
Range	This unit of competency (UoC) is applicable to staff responsible for the sale of computer/mobile phone products in the retail industry. It requires analysis and judgement. It covers the abilities to use the knowledge of and operating skills for computer/mobile phone products to demonstrate 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"> 1. Knowledge of computer/mobile phone products <ul style="list-style-type: none"> • Understand the organization's sales targets • Master good communication and sales skills • Master the knowledge of the computer/mobile phone products (hardware and software) sold by the organization, including: <ul style="list-style-type: none"> • Features and characteristics of products • Facilities (hardware and software) required for the software application • Differences and comparisons with other similar products • Skills for operating the computer/mobile phone products, and etc. • Understand the skills for demonstrating computer/mobile phone products, including: <ul style="list-style-type: none"> • One-to-one or group demonstration • Highlighting the features and advantages of products • Maintaining interactions • Problems possibly encountered in product demonstrations and suggested solutions • Understand the skills for using general computer programmes • Understand legal and regulatory requirements related to information technology 2. Give demonstrations of computer/mobile phone products <ul style="list-style-type: none"> • Make preparations for the demonstration of computer/mobile phone products, including: <ul style="list-style-type: none"> • Being familiar with the features, characteristics and correct operating procedures of products, e.g. assembling and setting • Gathering related documents of products, including installation guide, manual for product user/user manual provided by the vendor, warranty card and maintenance certificate • Preparing a demonstration plan which highlights the advantages and characteristics of products, and the contingency measures in case of hardware/software failure • Installing and erecting the configuration system required for hardware and software demonstrations • Performing demonstration rehearsals, ensuring normal operation of all the hardware and software and identifying the required enhancement/upgrading of configuration • Use the knowledge of and the demonstration skills for computer/mobile phone products to present to customers the features and operating methods of the products, e.g. : <ul style="list-style-type: none"> • One-to-one demonstration: performing individual demonstrations according to the actual needs and interest of customers • Group demonstration: highlighting the characteristics and features of products • 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 procedures of products patiently and professionally to ensure satisfaction of customers • Comply with professional ethics and ensure that the products used in demonstrations meet relevant legal requirements

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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 demonstration skills for computer/mobile phone 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.
Remark	