

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge

Title	Introduce household electrical products
Code	105728L3
Range	This unit of competency (UoC) is applicable to staff responsible for the sale of household electrical products in the retail industry. It requires analysis and judgement. It covers the abilities to introduce to customers the characteristics and advantages of the household electrical products sold by the organization so as to stimulate their buying desire.
Level	3
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge of household electrical products</p> <ul style="list-style-type: none"> • Understand the organization's business strategies, including the sales targets set for household electrical products • Understand the information and characteristics of the household electrical products sold by the organization, including: <ul style="list-style-type: none"> • Types, colour and models of products • Origin of products, their main suppliers and stability of supply • Branding and design style of products • Whether the products are trendy and newly released • Functions, effectiveness and suitability of products • Materials for manufacture and accessories of products • Voltage and power consumption • Other household appliances and decorations which can be used in association with the product • Selling prices of products and discount offers • Expected product life and noting points for installation (if applicable) • Concerns for product safety, e.g. whether excessive heat is released • Concerns for environmental protection, e.g. whether low power is consumed • Do's and don'ts for the use of the product, e.g. whether prolonged use is allowed • Do's and don'ts for the maintenance of the product, e.g. whether dry cells can be used/replaced • After-sales service provided by the organization • Master the techniques of communicating with customers/persuading them, including: <ul style="list-style-type: none"> • Basic knowledge of psychology and application of empathy • Promotion and customer relation skills • Understand the legislations and regulatory guidelines of the Government and other regulators related to the promotion of general household electrical products, e.g. : <ul style="list-style-type: none"> • Product Safety Ordinance (e.g. whether the product contains banned or harmful substances) • Energy Efficiency (Labelling of Products) Ordinance • Electrical Product (Safety) Regulation

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Competency	<p>2. Introduce household electrical products</p> <ul style="list-style-type: none"> • Use promotion and communication skills to introduce to customers the household electrical products sold by the organization, including: <ul style="list-style-type: none"> • Introducing to customers the appliances which meet their needs, e.g. : <ul style="list-style-type: none"> • Refrigerator and washing machine • AV products, e.g. television set • Electrical products used in the kitchen or bathroom, e.g. fan heater and hair dryer • Small electrical products, e.g. small electric fan, electric cooker and thermal pot • Other electrical devices • Introducing to customers in detail the information, technical features and advantages of the products provided by the manufacturer • Informing customers of the product terms provided by the manufacturer • Providing customers with written documents stating the condition and warranty of the products (if necessary) according to the policies of the organization • Introducing related products of the organization to customers actively to stimulate their buying desire • Answering the questions of customers correctly, allaying their concerns and doubts about the products and helping them make choices • Analyze and assess what electrical products are required by customers, including: <ul style="list-style-type: none"> • Assessing the types, size and quantity of products required by customers • Leading customers to the display room/shelf for site and object observation • Calculating the expense for buying the products required by a customer and related items (installation fee), and giving a quotation • Preparing the required documents and making arrangements for delivery and installation after gaining the consent of the customer • Providing information related to the supply, transportation, delivery, installation and maintenance of products • Inform customers of the price and payment methods clearly, including: <ul style="list-style-type: none"> • Providing discount offers according to corporate guidelines so as to promote specified household electrical products • Providing and explaining different types of payment methods to customers so as to respond to their needs • Providing and explaining to customers different types of maintenance services and payment methods (e.g. paying in advance or paying per use) • Provide customers with other recommendations and analysis related to household electrical products, e.g. : <ul style="list-style-type: none"> • Problems possibly encountered during installation, operation and maintenance of different products, and the correct ways to handle them • Arranging maintenance and repair for customers if necessary <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Strictly follow related legislations of the Government and make no exaggeration or misrepresentation when introducing household electrical products
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to :</p> <ul style="list-style-type: none"> • Use promotion and customer relation skills and knowledge of household electrical 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	