

# Specification of Competency Standards of the Retail Industry

## Unit of Competency

### Functional Area: Specific Product Knowledge

Title	Give demonstrations of household electrical products
Code	105729L3
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 use the knowledge of and operating skills for household electrical 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"> <li>1. Knowledge of household electrical products <ul style="list-style-type: none"> <li>• Understand the organization's sales targets</li> <li>• Master good communication and sales skills</li> <li>• Master the knowledge of the household electrical products sold by the organization, including: <ul style="list-style-type: none"> <li>• Features and characteristics of products</li> <li>• Facilities required for the use of products</li> <li>• Differences and comparisons with other similar products</li> <li>• Skills for operating the household electrical products, and etc.</li> </ul> </li> <li>• Understand the skills for demonstrating household electrical 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 suggested solutions</li> </ul> </li> <li>• Understand the general skills for the use of household electrical products, including: <ul style="list-style-type: none"> <li>• Power-saving modes of washing machines and refrigerators</li> <li>• Ironing methods used with steam irons</li> <li>• Cooking skills used with new models of electric cookers</li> </ul> </li> <li>• Understand legal and regulatory requirements related to household electrical products, e.g. Trade Descriptions Ordinance</li> </ul> </li> <li>2. Give demonstrations of household electrical products <ul style="list-style-type: none"> <li>• Make preparations for the demonstration of household electrical products, including: <ul style="list-style-type: none"> <li>• Being familiar with the features, characteristics and correct operating procedures of products, e.g. assembling and setting</li> <li>• Gathering related documents of products, including installation guide, manual for product user/user manual provided by the vendor, warranty card and maintenance certificate</li> <li>• Preparing a demonstration plan which highlights the advantages and characteristics of products, and the contingency measures in case of product failure</li> <li>• Installing and erecting the configuration system and equipment required for product demonstrations</li> <li>• Performing demonstration rehearsals, ensuring normal operation of all the products and identifying the required enhancement/upgrading of configuration</li> </ul> </li> <li>• Use the knowledge of and the demonstration skills for household electrical products to present to customers the features and operating methods of the products, 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 clearly and concisely the questions of customers 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> <li>• Comply with professional ethics and ensure that the products used in demonstrations meet relevant legal requirements</li> </ul> </li> </ol>

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Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: <ul style="list-style-type: none"><li>• Use the knowledge of and the demonstration skills for household electrical 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	