

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge

Title	Introduce platform flooring products
Code	105735L3
Range	This unit of competency (UoC) is applicable to staff responsible for the sale of platform flooring products in the retail industry. It requires analysis, judgement and persuasiveness. It covers the abilities to introduce to customers the characteristics and advantages of the platform flooring products sold by the organization so as to stimulate their buying desire and facilitate transactions.
Level	3
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge of platform flooring products</p> <ul style="list-style-type: none"> • Understand the organization's business strategies, including the sales targets set for the platform flooring products • Understand the information and characteristics of the platform flooring products sold by the organization, including: <ul style="list-style-type: none"> • Origin of products, their main suppliers and stability of supply • Types, colour, models and style of products • Whether the products are trendy and newly released • Features and effectiveness of products • Materials for manufacture and suitability of products • Cost prices and selling prices of products, and discount offers • Expected product life and noting points for flooring (e.g. whether environmental requirements are met and radioactive or harmful substances are contained) • Noting points for use of the product, e.g. anti-slippery and anti-smudge level • Noting points for maintenance of the product, e.g. use of floor wax and detergent • After-sales service provided by the organization • Master the techniques of communicating with customers and 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, regulatory guidelines of the Government and other regulators (e.g. the Customs and Excise Department) related to platform flooring products, e.g. : <ul style="list-style-type: none"> • Trade Descriptions Ordinance (e.g. composition for manufacture) • Product Safety Ordinance (e.g. whether the product contains banned substances) • Pyramid Schemes Prohibition Ordinance (regulation on forms of selling)

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge

Competency	<p>2. Introduce platform flooring products</p> <ul style="list-style-type: none">• Use promotion and communication skills to introduce to customers the platform flooring products sold by the organization, including:<ul style="list-style-type: none">• Introducing to customers the products which most suit their home/working environment• Introducing to customers the information, technical features and advantages of the products of the manufacturer in detail• Explaining to customers of the product terms provided by the manufacturer/organization• 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 related products to customers and stimulating their buying desire• Answering the questions of customers, allaying their concerns and doubts about products and helping them make choices• Analyze and assess what platform flooring products are required by customers, including:<ul style="list-style-type: none">• Calculating the area for flooring and quantity of products required by customers (including the quantity reserved for the damage during flooring according to corporate guidelines and the general standard of the trade)• Arranging on-site measurement of the area and environment survey if necessary• Calculating the expense for buying the products required by a customer and related items (flooring fee), and giving a quotation• Preparing the required documents and making arrangements for delivery and flooring after gaining the consent of a 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 platform flooring 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)• Providing customers with other information related to platform flooring products, e.g. problems possibly encountered during flooring, use and maintenance of different products, and the correct ways to handle them <p>3. Exhibit professionalism</p> <ul style="list-style-type: none">• Promote products of the organization in a professional manner without exaggeration or misrepresentation
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none">• Use promotion and communication skills and knowledge of platform flooring 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	