

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge

Title	Introduce household decorations
Code	105736L3
Range	This unit of competency (UoC) is applicable to staff responsible for the sale of household decorations in the retail industry. It requires analysis, judgement and persuasiveness. It covers the abilities to introduce to customers the characteristics and advantages of the household decorations (excluding decorative lighting) 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 household decorations</p> <ul style="list-style-type: none"> • Understand the organization's business strategies, including the sales targets set for the household decorations • Understand the information and characteristics of the household decorations sold by the organization, including: <ul style="list-style-type: none"> • Origin of products, their main suppliers and stability of supply • Branding and design style of products • Whether the products are trendy and newly released • Types, colour and models of products • Features and effectiveness of products • Cost prices and selling prices of products, and discount offers • Materials for manufacture and suitability of products • Other household decorations to match with the product • Expected product life and Noting points for installation • Product safety, e.g. whether the material is inflammable • Concerns for environmental protection, e.g. whether the product is easily degradable • Noting points for use of the product, e.g. whether it is easily smudged • Noting points for maintenance of the product, e.g. whether it is easily discoloured; special requirements for use by children and the elderly • Whether the customer is allergic to product materials • 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, regulation and guidelines of the Government and other regulators (e.g. the Customs and Excise Department) related to the promotion of household decorations, 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 or harmful substances) • Pyramid Schemes Prohibition Ordinance (regulation on forms of selling)

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Competency	<p>2. Introduce household decorations</p> <ul style="list-style-type: none"> • Use promotion and communication skills to introduce to customers the household decorations sold by the organization, including: <ul style="list-style-type: none"> • Introducing to customers the decorations which most suit their home environment and personal taste, e.g. : <ul style="list-style-type: none"> • Household furnishings • Covers, e.g. curtain or carpet • Utensils and ornaments in the kitchen and bathroom • Fittings and ornaments used on the sofa • Introduce to customers the information, technical features and advantages of the products of the manufacturer in detail • Informing customers of the product terms provided by the manufacturer • Providing customers with written documents stating the condition and warranty of the products (if applicable) • Introducing related products of the organization to customers actively 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 decorations are required by customers, including: <ul style="list-style-type: none"> • Assessing the types and quantity of products required by customers • Leading customers to the display room to perform 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 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 household decorations • 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 household decorations, e.g. problems possibly encountered during assembly, use and maintenance of different products, and the correct ways to handle them <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Make no exaggerated promotion when introducing household decorations
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 decorations 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.
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