

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Specific Product Knowledge

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| Title | Introduce footwear |
| Code | 105747L3 |
| Range | This unit of competency (UoC) is applicable to staff responsible for the sale of footwear in the retail industry. It covers the abilities to apply the knowledge and sales skills of footwear products to introduce to customers the characteristics and advantages of the footwear sold by the organization to facilitate transactions. |
| Level | 3 |
| Credit | 3 (for reference only) |
| Competency | <p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of footwear products <ul style="list-style-type: none"> • Understand the organization's sales targets • Understand the importance of building good customer relations and the communication skills • Master the sales and persuasion skills • Understand the types and characteristics of footwear products sold by the organization, including: <ul style="list-style-type: none"> • Product type, e.g. boots, sandals, leather shoes and sneakers • Materials used, e.g. leather, rubber, plastic and woven fabric • Different components, e.g. heel, pad, buckle, sole and frills • Footwear with special functions, e.g. ballet shoes, high-heeled shoes, soccer shoes, running shoes, anti-slip shoes and water boots • Other footwear-related products • Understand the size units and conversion of footwear, e.g. UK, US and European size units • Know about the use of general foot measuring tools 2. Introduce footwear products <ul style="list-style-type: none"> • Use good sales and communication skills to introduce to customers the footwear products sold by the organization, including: <ul style="list-style-type: none"> • Listening to the needs of customers carefully • Understanding customers' specific requirements and purposes for buying the footwear products, e.g. wearing occasion, brand, purpose, trend, price, degree of comfort, etc. • Enquiring or using appropriate tools to measure the foot size of customers so as to introduce suitable footwear • Introducing suitable footwear to customers according to factors such as their characteristics of appearance (e.g. body height and foot shape), personal style and apparel • Introducing to customers the characteristics of design, structure and materials, special purpose and degree of comfort of the footwear • Arranging customers for fitting footwear <ul style="list-style-type: none"> • - Provide the footwear of the right size and right model • - Assist a customer to fit the footwear- • - Ask the opinions of the customer actively (e.g. degree of comfort, model and size) • - Provide the customer with other size or models of the footwear if necessary • Informing customers correctly of the daily cleaning and care of the footwear • Informing customers of the after-sales service provided by the organization, e.g. delivery, refund or replacement service • Introducing other matching products to customers, e.g. shoe pad • Answering the questions of customers correctly and helping them make choices • Providing discount offers flexibly according to corporate guidelines so as to promote specified footwear products or other related products 3. Exhibit professionalism <ul style="list-style-type: none"> • Always maintain the customer-oriented attitude and never use undesirable sales practices to promote products to customers |

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| Assessment Criteria | The integrated outcome requirement of this UoC is the ability to: <ul style="list-style-type: none">• Use communication skills to clearly understand customers' requirements on footwear so as to introduce suitable products to them and facilitate transactions. |
| Remark | |