

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Customer Relationship Management

Title	Provide purchase suggestions to guide customers to purchase
Code	107182L3
Description	Provide purchase suggestions to customers to guide them to purchase.
Level	3
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the factors affecting the customer purchase, including:</p> <ul style="list-style-type: none"> • Product sales situation • Seasonal and market trends • Competitor sales activities • Publicity and other business activities • Comments of the product on Internet <p>2. Provide purchase suggestions to guide customers to purchase</p> <ul style="list-style-type: none"> • According to the customer's description provide suitable products for the customers • Through appropriate questioning to guide customers to think and fully express their needs. Select the most appropriate channel for purchase. <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Comply with the corporate guidelines of product purchase and abide by professional ethics.
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Understand the purchase needs of customers and provide suitable suggestions.
Remark	