

**Specification of Competency Standards**  
**for the Retail Industry**  
**Unit of Competency**

Functional Area - Marketing Management

Title	Apply marketing techniques and negotiation strategies for significant clients
Code	107283L4
Description	Apply specific marketing methods to establish good, open, trust , mutual cooperation and loyal partnership relationship with significant customers (that is customers with high frequency consumption and substantial profit margins, and could have certain impact on corporate business sales).
Level	4
Credit	12 ( For Reference Only )
Competency	<p>Performance Requirements</p> <p>1. Understand the factors affecting the purchasing behaviour of significant customers and its importance and urgency</p> <ul style="list-style-type: none"> <li>• Purchasing price</li> <li>• Technical content of the product</li> <li>• Interpersonal relationships in customer organizations</li> <li>• Interests of the organization disputes</li> <li>• Customer purchase decision process</li> <li>• Coordination of personal interests and organizational interests</li> <li>• The power and influence of each participant</li> <li>• Promotion intensity from sales staff</li> </ul> <p>2. Analyse the characteristics of three enterprise customer forms and formulate countermeasures</p> <ul style="list-style-type: none"> <li>• Traditional sales characteristics and countermeasures <ul style="list-style-type: none"> <li>○ Features: standard items, very clear, very easy to replace</li> <li>○ Customer relationship: sale, opposition</li> <li>○ The customer's internal procurement process is more important: from the decision to reach the deal</li> <li>○ Attitude towards salespeople: Not only is the tool for delivering products</li> <li>○ Large customer care or decision-making point of view: price, to obtain the convenience, the speed of response</li> <li>○ The key to success: meet with decision makers</li> </ul> </li> <li>• Value-added sales characteristics and countermeasures <ul style="list-style-type: none"> <li>○ Features: tailor-made</li> <li>○ Customer relationship: with basis of interests and customers in the role of consultant</li> <li>○ Time characteristics: the procurement process</li> <li>○ Sales characteristics: to solve the problem basis</li> <li>○ Customer concerns or decision-making considerations: the severity of the problem, whether it meets the needs, price and performance comparison</li> <li>○ The key to success: meet with the influent</li> </ul> </li> <li>• Strategic partner sales characteristics and countermeasures <ul style="list-style-type: none"> <li>○ Characteristics: Differentiated strategies to complement each other</li> <li>○ Customer Relationship: Partner of strategic partnership</li> <li>○ Time characteristics: capital integration, stock cooperation, benefit sharing</li> <li>○ Sales characteristics: team sales</li> <li>○ Significant customer care or decision-making considerations: strategic</li> <li>○ Key to the success of sales: high-level visits</li> </ul> </li> </ul> <p>3. Develop and manage the relationship with significant customers</p>

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	<ul style="list-style-type: none"> <li>• Understand the organizational structure of the customer</li> <li>• Create a customer relationship assessment analysis chart <ul style="list-style-type: none"> <li>○ Project decision-makers, the role of departments on the project, the current relationship, the impact of the proportion of the project</li> </ul> </li> </ul> <p>4. Guide and analyse significant customer needs</p> <ul style="list-style-type: none"> <li>• Questioning tips: 5W2H <ul style="list-style-type: none"> <li>○ Who</li> <li>○ What</li> <li>○ Where</li> <li>○ When</li> <li>○ Why</li> <li>○ How to</li> <li>○ How much</li> </ul> </li> <li>• Types of problems: open and closed</li> <li>• Funnel question</li> <li>• SPIN sales tips</li> </ul> <p>5. Understand the process of significant customer projects</p> <ul style="list-style-type: none"> <li>• Signal for sales success and failure</li> <li>• Project typical progress</li> <li>• Project is temporarily interrupted</li> </ul> <p>6. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>• Ensure that marketing techniques and negotiation strategies to meet the needs and expectations of significant customers so that corporate can grow steadily but also to avoid the loss of significant customers and lead to significant losses</li> </ul>
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> <li>• Master the factors that affect the decision-making of significant customers</li> <li>• Analysis of three different forms of corporate customer characteristics, and to develop countermeasures</li> <li>• Develop and manage the relationship with significant customers</li> <li>• Understand the workflow of significant customer projects</li> </ul>
Remark	