

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Information Technology

Title	Conduct online sales
Code	111400L2
Range	This unit of competency (UoC) is applicable to staff responsible for online sales in the retail industry. Practitioners have the ability to conduct effective online sales in familiar and routine situations according to the established online sales procedures and product promotion strategies of the organisation in order to assist the organisation's retail business development.
Level	2
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the knowledge of online sales</p> <ul style="list-style-type: none"> • Know about the organisation's online business and sales strategies • Understand the organisation's online sales policy • Possess knowledge of online sales • Understand the organisation's product sales terms and conditions • Understand various types of online shop systems, including: <ul style="list-style-type: none"> ○ Product display and browsing ○ Online order ○ Online payment ○ Online publicity and promotion • Know about the government regulations and legal requirements for online sales and websites • Know about the corporate policy on online customer relationship <p>2. Conduct online sales</p> <ul style="list-style-type: none"> • Use effective ways to conduct online sales according to the online business policy of the organisation • Test the accuracy and effectiveness of the sales procedures/process according to the organisation's guidelines: <ul style="list-style-type: none"> ○ The information of the order form is correct ○ The goods have been delivered punctually ○ The product has been well-packed ○ A thank you letter is automatically sent by the system after the transaction is completed • Use all kinds of web tools according to corporate guidelines to conduct product sales and promotion, e.g.: <ul style="list-style-type: none"> ○ Send online catalogues to target customers ○ Send emails to target customers ○ Use social network media (e.g. Facebook, Weibo) • Assist in completing online transactions (e.g. confirm orders, issuing invoices, arrange deliveries) • Implement the organisation's online customer relationship policies and use customer care techniques to assist in retaining and attracting new customers <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Comply to the government regulations and legal requirements for online business activities, ensuring no tolerance for any form of cheating and malpractice

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Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none">• Conduct online sales effectively according to the organisation's online sales policy and procedures to assist the organisation's retail business development; and• Use all kinds of web sales techniques according to the established procedures of the organisation to assist the organisation in achieving its retail performance indicators.
Remark	This UoC is adopted from 105091L2