

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Travel consultation and sales

Title	Improve the sales skills of employees
Code	110632L4
Range	This unit of competency involves sales and communication skills. Practitioners should be able to master the current sales situation of employees, and develop suitable plans to strengthen their sales skills.
Level	4
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master the current sales situation of employees <ul style="list-style-type: none"> • Understand the difficulties encountered by employees in the sales process • Understand employees' level of understanding of the company's tourism products 2. Develop suitable plans to strengthen the sales skills of employees <ul style="list-style-type: none"> • Hold regular meetings with employees to discuss the sales situation and solve sales problems • Develop or identify suitable courses to improve the sales skills and customer service skills of employees • Encourage employees to take external courses after work for self-improvement • Master the current staff training system and understand its shortcomings • Create a sales manual (electronic or text) to help employees grasp the latest information on tourism products and solve common problems in sales • Review the internal information transmission and feedback system of the company <ul style="list-style-type: none"> ○ Ensure that employees have correct, up-to-date information on tourism products to support the sales process ○ Ensure that employees can reflect on problems encountered in the sales process in a timely manner • Establish good relationships with service providers <ul style="list-style-type: none"> ○ Obtain the latest information on tourism products to help sales ○ Regularly invite service providers to the company to introduce tourism products, so as to increase employee knowledge 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • Regularly review the sales situation and turnover of employees, and provide guidance in a timely manner
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Master the difficulties employees encounter in the sales process and their level of understanding of the company's tourism products; and • Develop suitable plans to strengthen the sales skills of employees, and provide timely guidance to them
Remark	