

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

Functional Area - Travel consultation and sales

Title	Look for potential customers
Code	110637L3
Range	This unit of competency involves sales and marketing skills. Practitioners should be able to master the sales strategies and the characteristics of the company's tourism products, etc and use different channels to develop new customer sources to increase the market share.
Level	3
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Master the sales strategies and the characteristics of the company's tourism products <ul style="list-style-type: none"> <li>• Understand the market positioning</li> <li>• Understand the characteristics of tourism products and targeted customer groups of the company</li> </ul> </li> <li>2. Use different channels to develop new customer sources to increase the market share <ul style="list-style-type: none"> <li>• Produce promotional materials for the company and its tourism products, including short videos and leaflets, etc. and disseminate them to targeted customers for promotion</li> <li>• Organise promotional activities for tourism products, including exhibitions, seminars, mailing leaflets, online platforms, and media advertising, etc.</li> <li>• If the targeted customer is an individual company or organisation, search for contact information on the Internet and take the initiative to contact them</li> <li>• Co-organise promotional activities with well-known service providers or companies in the market to enhance the company's image and the attractiveness of the activities, including airlines, cruise companies, tourism boards, hotel resorts, tourist attractions, and insurance companies, etc.</li> <li>• Interact with the industry frequently to keep abreast of the latest market information</li> <li>• Provide privileges and promotions to potential customers</li> <li>• Integrate the data obtained from the company's website and social media to evaluate customers' tourism preferences, such as posts, click-through rates for tourism products, page views, and the number of shares, etc.</li> <li>• Search for data on tourism-related keywords on different social media to master the needs of potential customers</li> <li>• Recommend tourism products or services to customers via email, SMS, and mobile app</li> </ul> </li> <li>3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> <li>• Proactively develop new customer sources to accelerate opening the market to potential customers</li> </ul> </li> </ol>
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Master the sales strategies and the characteristics of the company's tourism products; and</li> <li>• Use different channels to develop new customer sources to increase the market share</li> </ul>
Remark	