

Specification of Competency Standards of the Watch & Clock Industry

**Unit of Competency**

**Functional Area: Sales and Marketing**

Title	Promote the Sales of General Timepiece Products
Code	104906L1
Range	This unit of competency (UoC) is applicable in timepiece retail shops. It covers the abilities to employ the promotion and marketing skills of general timepiece products to carry out general sales duties under supervision.
Level	1
Credit	9 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Know about timepiece products <ul style="list-style-type: none"> <li>• Understand timepiece products and relevant supporting services, e.g.: <ul style="list-style-type: none"> <li>• Timepiece products <ul style="list-style-type: none"> <li>• Brand history</li> <li>• Concept of “Made in Switzerland” brands</li> <li>• Selling points of the design/pattern</li> <li>• Quality</li> <li>• Function/trend</li> <li>• Price</li> </ul> </li> <li>• Supporting services <ul style="list-style-type: none"> <li>• Maintenance</li> <li>• Shopping guarantee</li> </ul> </li> <li>• Other supporting measures <ul style="list-style-type: none"> <li>• Method of payment</li> <li>• Delivery of goods</li> <li>• Promotion of other products</li> </ul> </li> </ul> </li> <li>• Know about the types of timepiece and market trends</li> </ul> </li> <li>2. Promote the sales of general timepiece products <ul style="list-style-type: none"> <li>• Understand customers’ mentality in selecting and buying timepiece products <ul style="list-style-type: none"> <li>• Types of customers</li> <li>• Customers’ preference</li> </ul> </li> <li>• Promote the sales of general timepiece products <ul style="list-style-type: none"> <li>• Draw customers’ attention</li> <li>• Arouse customers’ interest</li> <li>• Stimulate customers’ desire to purchase</li> <li>• Lead customers to buy</li> </ul> </li> <li>• Handle transactions, including: <ul style="list-style-type: none"> <li>• Provide value-added service (e.g. payment or order arrangements) to customers</li> <li>• Value-added customer management service (liaison, promotions, etc.)</li> </ul> </li> </ul> </li> <li>3. Exhibit professionalism <ul style="list-style-type: none"> <li>• Employ interpersonal communication skills to establish and maintain quality customer service relations</li> </ul> </li> </ol>
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> <li>• Understand general timepiece products and service support, and to employ the promotion and marketing skills of general timepiece products under supervision to meet sales target.</li> </ul>
Remark	