

Specification of Competency Standards of the Watch & Clock Industry

**Unit of Competency**

**Functional Area: Sales and Marketing**

Title	Master Customer Behaviour Psychology
Code	104913L3
Range	This unit of competency (UoC) is applicable in timepiece companies. It covers the abilities to master customer behavior psychology, and apply general techniques of promoting and selling general timepiece products to facilitate transaction.
Level	3
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Understand the characteristics of customer <ul style="list-style-type: none"> <li>• Understand the characteristics of personal buyer <ul style="list-style-type: none"> <li>• Cultural factor</li> <li>• Social factor</li> <li>• Personal factor</li> <li>• Psychological factor</li> </ul> </li> <li>• Understand the decision making process for buying <ul style="list-style-type: none"> <li>• Buying role <ul style="list-style-type: none"> <li>• Initiator</li> <li>• Influencer</li> <li>• Decider</li> <li>• Buyer</li> <li>• User</li> </ul> </li> <li>• Decision making process for buying <ul style="list-style-type: none"> <li>• Data research</li> <li>• Decision of buying</li> <li>• Behaviour after buying</li> </ul> </li> </ul> </li> </ul> </li> <li>2. Master customer behavior psychology <ul style="list-style-type: none"> <li>• Give advice on timepiece products according to the characteristics of the behavior psychology of the customer in order to facilitate customer's decision of buying</li> <li>• Master the advantages and disadvantages of competitors' products</li> <li>• Master general techniques of promoting and selling general timepiece products</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>• Master customer behavior psychology and apply general techniques of promoting and selling general timepiece products to give suitable advice on products in order to facilitate customer's decision of buying</li> </ul>
Remark	