

Specification of Competency Standards of the Watch & Clock Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Formulate Sales Strategies for Timepiece Products
Code	104929L6
Range	This unit of competency (UoC) is applicable in timepiece companies. It covers the abilities to assess critically and analyze the competitive environment of timepiece product market and formulate sales strategies to tie in with the corporate objectives and business strategies.
Level	6
Credit	9 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the operation of timepiece product sales system <ul style="list-style-type: none"> • Understand the operation of the timepiece product sales system of the organization • Understand how the organization sells timepiece products • Understand the competitive market environment of timepiece products 2. Formulate sales strategies of the organization <ul style="list-style-type: none"> • Critically assess the competitive environment of the timepiece product market • Master the changes in timepiece product market and formulate sales strategies, e.g.: <ul style="list-style-type: none"> • Determine target customers, expand the market and attract new customers • Master the way to retain existing customers and its advantages, making use of Relationship Marketing • Master the communication objectives and methods • Formulate sales methods • Formulate sales promotion strategies • Assess the feasibility of the sales strategies • Review the performance of the sales strategies 3. Exhibit professionalism <ul style="list-style-type: none"> • Do not use discriminative wording in sales activities and advertisements to avoid breaching the discrimination-related ordinances, e.g. the Sex Discrimination Ordinance, the Disability Discrimination Ordinance and the Race Discrimination Ordinance • Ensure that customers can get correct and adequate information during the sales period
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Analyze and assess the competitive environment of the timepiece product market; and • Consolidate relevant information and conduct critical analyses on relevant information and data, so as to formulate sales strategies to tie in with the corporate objectives and business strategies.
Remark	