

Specification of Competency Standards of the Watch & Clock Industry

Unit of Competency

Functional Area: Brand Management

Title	Know about Major Brands of Timepiece Products in Different Grades
Code	104941L2
Range	This unit of competency (UoC) is applicable in general timepiece product retail shops/showrooms/exhibition sites. It covers the abilities to know about major brands of timepiece products in different grades for selling purpose.
Level	2
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Know about brands of timepiece products in different grades <ul style="list-style-type: none"> • Know about timepiece product brands, including: <ul style="list-style-type: none"> • Brand history of all kinds of timepiece products • Concept of brands “Made in Switzerland” and other areas • Selling points in design/style • Quality • Function • Price • Master the service support for timepiece product brands, such as: <ul style="list-style-type: none"> • Warranty period of product • Function guarantee • Other exclusive support services • Know about the characteristics and needs of the customers targeted by different types of timepiece products • Understand the trends of timepiece products • Understand the mentality and needs of different types of customers in selecting timepiece products to buy 2. Know about major brands of timepiece products in different grades and apply the knowledge in daily operations <ul style="list-style-type: none"> • Use basic tools/follow instructions to gather the latest information on timepiece products • Communicate with different types of customers, and recommend timepiece products in different grades to them according to their needs • Master the information on the characteristics and functions of major brands of timepiece products in different grades with the organization as an agent or sold by the organization • Communicate with different brand agents to obtain the latest information on timepiece products in different grades 3. Exhibit professionalism <ul style="list-style-type: none"> • Exhibit good customer service manner
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Know about major brands of timepiece products in different grades in order to perform general sales duties.
Remark	