

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

Functional Area - Sales, Marketing and Customer Services

Title	Promote the sales of products and services
Code	LOCUSM414B
Range	This unit of competency is applicable to logistics service providers. Practitioners should be capable of performing tasks with discretion and judgment in promoting services and products to customers.
Level	4
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Possess the knowledge about marketing management <ul style="list-style-type: none"> <li>• Possess the relevant knowledge of customer service</li> <li>• Understand new marketing channels and resources like big data, e-platform</li> <li>• Understand company policy and procedures</li> <li>• Know about the principle of marketing</li> </ul> </li> <li>2. Identify opportunities to promote products and services <ul style="list-style-type: none"> <li>• Identify suitable service and products to customers</li> <li>• Synthesise technical specifications and application(s) of products and services</li> <li>• Match/tailor applicability of products and services to particular customers or customer groups based on their requirements</li> <li>• Explain features of products and services (including technical specifications) in relation to customers' requirements or potential requirements</li> <li>• Where appropriate, refer customers to expert personnel or services</li> </ul> </li> <li>3. Negotiate sales <ul style="list-style-type: none"> <li>• Explore potential sales opportunities with customers</li> <li>• Negotiate with customers to complete the sales, to reach agreements in accordance with customers' requirements</li> <li>• Acquire customer relationship management to have better understanding of customers' need</li> </ul> </li> <li>4. Close sales <ul style="list-style-type: none"> <li>• Complete documentation of the agreements with customers</li> <li>• Maintain contact with customers</li> <li>• Through the information among the communication chain between marketing and operations to simplify the workflow for future following up</li> </ul> </li> <li>5. Review the effectiveness of marketing services and products <ul style="list-style-type: none"> <li>• Review sales and marketing activities</li> <li>• Determine performance standards</li> <li>• Collect data to evaluate current performance</li> <li>• Identify gaps between standards and actual performance</li> <li>• Provide recommendations to meet pre-determined performance</li> <li>• Assess the big data of customers and markets to identify room for improvement and development</li> </ul> </li> </ol>

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Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none"><li>• Capable of recognising opportunities to promote products and services;</li><li>• Capable of negotiating sales;</li><li>• Capable of completing documentation of the agreements with customers; and</li><li>• Capable of reviewing the effectiveness of marketing services and products</li></ul>
Remark	