

1. Title	Sell air-conditioning and refrigeration equipment	
2.Code	EMACMS401A	
3.Range	Apply specialized knowledge and skills to sell air-conditioning and refrigeration equipment at offices or sales outlets.	
4.Level	4	
5.Credit	12	
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Knowledge of selling air-conditioning and refrigeration equipment</p> <ul style="list-style-type: none"> ◆ Understand how to select air-conditioning and refrigeration equipment ◆ Understand the utilization, installation and repair of air-conditioning and refrigeration equipment ◆ Understand the psychology of consumers ◆ Understand how to communicate with customers <p>6.2 Methods and procedures of selling air-conditioning and refrigeration equipment</p> <ul style="list-style-type: none"> ◆ Visit customers, including: <ul style="list-style-type: none"> • Exploring potential customers through various channels • Making appointments to visit customers ◆ Introduce air-conditioning and refrigeration equipment, including: <ul style="list-style-type: none"> • Introduce company's scope of business to customers • Explain to customers the uses, quality, performance and after-sales service policy of air-conditioning and refrigeration equipment • Suggest suitable air-conditioning and refrigeration equipment to customers ◆ Negotiate and complete the transaction with the customer, including: <ul style="list-style-type: none"> • Understand the psychology of the customer • Seize the opportunity in the negotiation • Solve the differences of opinions with the customer • Complete the sales transaction of air-conditioning and refrigeration equipment ◆ Deliver air-conditioning and refrigeration equipment, including: <ul style="list-style-type: none"> • Calculating the payment for goods • Arranging the delivery of air-conditioning and refrigeration equipment 	

	<ul style="list-style-type: none"> ◆ Provide after-sales service to the customer, including: <ul style="list-style-type: none"> • Keep contact with the customer • Advise the customer on the utilization, installation and repair of the air-conditioning and refrigeration equipment • Handle the warranty claim from the customer for air-conditioning and refrigeration equipment <p>6.3 Professionalism in selling air-conditioning and refrigeration equipment</p> <ul style="list-style-type: none"> ◆ Understand the safety guidelines as required by the law and the code of practice for providing sales and after-sales services of air-conditioning and refrigeration equipment to customers
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> (i) Capable to apply specialized knowledge and skills to sell air-conditioning and refrigeration equipment to complete the task of selling air-conditioning and refrigeration equipment ; and (ii) Capable to provide satisfactory after-sales service to customers.
8. Remarks	<p>The credit value of this unit of competency is set on the presumption that the person already possesses basic knowledge of air-conditioning and refrigeration equipment.</p>