

Specification of Competency Standards
for the Jewellery Industry
Unit of Competency

Functional Area - Sales □

Title	Capable of using complicated Putonghua to handle business communication with customers
Code	108831L3
Range	This unit of competency is applicable to practitioners working in jewellery outlets or relevant workplaces. Practitioners should be capable of understanding customers' requirements clearly and handling business communication with customers using complicated Putonghua, so as to perform relevant duties effectively.
Level	3
Credit	9
Competency	Performance Requirements 1. Know about the frequently used Putonghua in the jewellery industry • Know about the frequently used Putonghua in the jewellery industry, such as: ○ Export/import trading ○ Wholesale and retail businesses ○ Manufacturing and quality check • Know about the Putonghua communication skills in the jewellery industry, such as: ○ Putonghua communication skills in office ○ Putonghua communication skills in showroom ○ Putonghua communication skills in service station ○ Online real-time Putonghua communication skills 2. Capable of using complicated Putonghua to handle business communication with customers • Know how to communicate with customers in Putonghua skilfully, such as: ○ Handle export/import trading of jewellery products ○ Handle wholesale and retail businesses of jewellery products (physical store/online store) ○ Handle manufacturing and quality check of jewellery products 3. Professionalism • Use Putonghua to handle business communication with customers, so as to establish and maintain quality sales services • Ensure to provide customers with accurate Putonghua vocabulary and information on jewellery products • Maintain professional communication with customers and prevent any deceptive behaviours
Assessment Criteria	The integrated outcome requirement of this unit of competency is: • Be proficient at the frequently used Putonghua in the jewellery industry when handling export/import trading, wholesale and retail businesses as well as manufacturing and quality check; also capable of using fluent Putonghua to handle effective business communication with customers so as to understand thoroughly the requirements of customers and perform relevant duties effectively.
Remark	