Specification of Competency Standards
for the Jewellery Industry
Unit of Competency

Functional Area - Technology Support

Title	Apply sales strategies
Code	108969L3
Range	This unit of competency is applicable to practitioners working in the jewellery industry with job duties related to sales (including jewellery retail outlets and wholesale/export), marketing, operation management, product development and technology support. Practitioners should be capable of making careful analysis and judgments, and using sales strategies to determine the target market based on factors such as external market development opportunities and internal human resources and capital resources of the organization, so as to develop the best sales strategies, and implement and control them effectively to achieve sales targets.
Level	3
Credit	3

Competency	Performance Requirements
	1. Know about the scope of application of the sales strategies
	
	• Concepts of jewellery marketing
	 o Characteristics of marketing
	 o Basic conditions of marketing
	 o Techniques of marketing
	 o Relationship with customers
	  • Looking for customers
	  • Determining customers
	  • Guided shopping leading to transactions
	• Know about the characteristics and current status of the jewellery market from statistical reports
	• Look for methods to improve the company's operating conditions
	• Know how to use strategies to improve the company's operating conditions
	• Marketing strategies of e-commerce
	 o The online market
	 o The usage of online marketing strategies
	 o The strategic interaction of online marketing strategies
	• The impact of e-commerce on traditional businesses
	 o Know about the traditional jewellery marketing methods
	 o Know about the ways to complement traditional jewellery marketing methods with e-commerce
	
	2. Apply sales strategies
	
	• Apply SWOT (strengths, weaknesses, opportunities and threats) analysis on the strategies, including its meaning, principles and application to solve the following:
	 o Planning of small and medium-sized retail businesses
	  • Develop the policies and strategies of the business operation
	  • Develop methods for promoting the business plan
	  • Planned long-term operation
	 o Sustainable operation of small and medium-sized enterprises
	  • The difficulty of doing business in the retail industry
	  • Ways to strengthen the store management capability
	  • Ways to use sales strategies to increase the long-term benefits
	 o Using online marketing to increase sales channels
	  • Know about online shopping
	  • Survey on the lifestyles of netizens

Functional Area - Technology Support

	▪ Commodity policy in use ▪ Ways to use sales strategies to increase sales channels 3. Professionalism • Know about the application methods of sales strategies and the considerations of the marketing department of the organization for applying the sales strategies • Know about the use of sales strategies to improve the long-term benefits and increase sales channels of small and medium-sized retail businesses
Assessment Criteria	The integrated outcome requirement of this unit of competency is: • Able to use sales strategies and analysis to improve the long-term benefits and increase sales channels in the marketing department of the enterprise in accordance with the business environment and the established profit requirements of the company, so as to achieve the ultimate profit targets through effective implementation and control.
Remark	