

Specification of Competency Standards for the Automotive Industry
Unit of Competency

1. Title	Perform selling of vehicles
2. Code	AUSDSA204A
3. Range	This unit of competency is applicable to vehicle showrooms and exhibition venues, etc. Practitioners should be capable to understand thoroughly the vehicle products and supporting services according to the organisation's requirements. They should also be able to apply marketing and selling techniques on general vehicle products to facilitate transactions.
4. Level	2
5. Credits	9(for reference only)
6. Competency	<p style="text-align: right;"><u>Performance Requirements</u></p> <p>6.1 Knowledge on vehicle products ♦ Have comprehensive understanding of vehicle products, supporting services and practice in the industry, including:</p> <ul style="list-style-type: none"> • The information and characteristics of various kinds of vehicle product specifications • Various kinds of supporting services such as after-sales service, warranty claims and vehicle recalls, etc. • Understand the relationship of the Government's environmental protection policy and the organisation's products • Other complementary strategies such as payment methods, used car trade-in and insurance, etc.

	<p>6.2 Perform selling techniques</p> <ul style="list-style-type: none"> ◆ Understand customers' psychology in the choice of vehicle products, including: <ul style="list-style-type: none"> • Types of customers • The buying psychology of customers with respect to their preference and inclination • Capable to hit on what one likes and communicate with different types of customers ◆ Master product marketing strategies, including: <ul style="list-style-type: none"> • Compile a list of target customers • Communicate with and feedback to supervisor and marketing department • Devise promotion methods • Determine selling location and time within the prescribed scope ◆ Understand clearly the market trend of vehicle products, including: <ul style="list-style-type: none"> • Understand the trend of vehicle products • Reflect market demand to supervisor to facilitate communication with manufacturers or agents • Collect the latest vehicle products and accessories • Tie in with the vehicle manufacturer's product policy to establish the selling points of one's own products • Analyze the pros and cons of the competitors' products, and devise corresponding strategies with supervisor and marketing department
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	<ul style="list-style-type: none"> ◆ Handle transactions, including: <ul style="list-style-type: none"> • Provide customers with value-added services (arrangements of payment, order of goods, finance, insurance and installation of vehicle body and equipment, etc.) and further value-added services in the future (contact, alert renewal of insurance and sales promotion, etc.)
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> (i) Capable to have thorough understanding of vehicle products and supporting services; and (ii) Capable to employ the techniques of selling general vehicle products to promote products to customers.
8. Remarks	