1. Title	Introduce products
2. Code	104970L3
3. Range	This unit of competency (UoC) is applicable to staff handling goods in the retail industry. It covers the abilities to clearly introduce to employees of different positions the detailed information and characteristics of the product purchased by the organization, so that they can sell it to customers more successfully in their respective working area.
4. Level	3
5. Credit	6 (for reference only)

6. Competency	Performance Requirements
	
	6.1 Knowledge of introducing products
	
	♦ Understand different channels and methods of communicating with colleagues
	♦ Understand different channels and methods of promoting products
	♦ Master the detailed information and characteristics of the product purchased by the organization
	♦ Understand the corporate plan of launching the product and the responsibilities of different departments, and possess knowledge of the product
	♦ Understand the organization's procedures of launching the product and the support required
	
	6.2 Introduce products
	
	♦ Provide relevant departments and employees with the latest information and characteristics of the product after purchasing it, such as:
	  • Features attractive to customers (particularly appliances or audio-visual products)
	  • Characteristics edged over other similar products (particularly electronic or computer products)
	  • Correct operation /use of the product
	  • Suggested retail price (if applicable)
	  • Maintenance period / expiry date, etc. (durables)
	  • Most trendy of its kind (e.g. apparels)
	  • Appropriate storage condition (e.g. the temperature and humidity) / method before putting on sale
	♦ Provide relevant employees and departments with necessary training to ensure that they possess product knowledge and know how to operate it
	♦ Prepare printed/training materials or promotional leaflets for product introduction activities if necessary
	♦ Recommend on how to improve the methods and channels of introducing products to employees
	♦ Evaluate the result of product introduction activities, e.g. whether the employees can sell the product to customers successfully

	6.3	Exhibit professionalism
		◆ Introduce the product according to its actual information/ characteristics without exaggerating its functions / use
		◆ Refer to the Trade Descriptions Ordinance to ensure the product introduction complies with the legal requirements
7. Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to:	
	(i)	Clearly introduce to employees of different positions the detailed information and characteristics of the product; and
	(ii)	Enable the employees to sell it to customers more successfully in their respective working area.
8. Remark		