

**Specification of Competency Standards for the Printing and Publishing**  
**Industry Unit of Competency**

1. Title	Understand marketing skills
2. Code	PPPRCR303A
3. Level	3
4. Credit	9
5. Competency	<p align="right"><u>Performance Requirements</u></p> <div> <div>5.1 Understand basic sales theory</div> <div> <ul style="list-style-type: none"> <li>◆ Understand sales flow</li> <li>◆ Understand buyer psychology and behaviour of customer</li> <li>◆ Have a clear idea of real need of customer</li> <li>◆ Master 'customer-oriented' sales skills</li> </ul> </div> </div> <div> <div>5.2 Use skills for marketing print products</div> <div> <ul style="list-style-type: none"> <li>◆ Understand requirements on personal appearance of sales personnel with regard to attire, manners, attitude and courtesy</li> <li>◆ Know how to earn trust of customer</li> <li>◆ Able to provide customer with professional advice</li> <li>◆ Master effective negotiation skills to reach a deal</li> <li>◆ Know clearly how to achieve win-win situation in marketing</li> </ul> </div> </div>

	<p>5.3 Apply 'customer-oriented' marketing skills ♦ Exercise 'customer-oriented' marketing skills based on buyer psychology of customer and according to set corporate policy to achieve win-win deal</p>
6. Range	Exercise 'customer-oriented' marketing skills based on buyer psychology of the customer to achieve a win-win deal and perform related tasks in sales department.
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Able to exercise 'customer-oriented' marketing skills based on buyer psychology of the customer to achieve a win-win deal.</p>
8. Remarks	This unit of competency is applicable to printing industry practitioners in general.