

Specification of Competency Standards for the Automotive Industry
Unit of Competency

1. Title	Promote repair/maintenance services and provide advice on vehicle services
2. Code	AUSDSS304A
3. Range	This unit of competency is applicable in vehicle service/servicing centers. Practitioners should be capable to receive customers according to the organisation's established procedure and capable to understand customers' requirements for vehicle services/maintenance. They should also be capable to employ communication skills to promote products/services to customers and provide suitable suggestions to facilitate transactions.
4. Level	3
5. Credits	6(for reference only)
6. Competency	<p style="text-align: right;"><u>Performance Requirements</u></p> <p>6.1 Knowledge of promoting repair services and provision of consultant services</p> <ul style="list-style-type: none"> ◆ Understand the influence of personal appearance and inter-personal communication skills of services consultants on matters of confidence and image building of the organisation ◆ Know about customer psychology ◆ Understand market trend and the characteristics of the organisation and other competitors in the market ◆ Understand the provision of other products/services in the market and contact other product/service supplier to arrange the relevant procedure for provision of products/services

	<p>6.2 Promote repair and maintenance and provide advice on vehicle services</p> <p>◆ Receive customers under different situations/circumstances according to organisational instructions and understand customer needs; provide suggestions on repair and maintenance and services of vehicles; and also understand customer psychology so as to promote products/services to customers, including:</p> <ul style="list-style-type: none"> • Understand the characteristics, workflow and charges of the products/services provided by the organisation and other competitors in the market; and obtain detailed information so as to sell and promote products/services to customers • Understand the psychology of different customers on the products/services required; make different suggestions and analysis according to the needs of different types of customers; and develop corresponding marketing and promotion strategies • Understand the products/services provided by different departments and the progress; coordinate the work of different departments; obtain accurate information and maintain contact with customers to make appropriate report and follow-up actions
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	<ul style="list-style-type: none"> • Source, contact and arrange other product/service suppliers to provide products/services when the organisation failed to provide the required products/services; coordinate the arrangement and progress of different parties; and calculate the charges, cost and profits involved • Take follow-up actions on the quality of respective products/services to ensure that the products/services can meet customer needs and demands; and maintain contact and good relationship with customers
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Capable to provide advice on vehicle services under different situations/circumstances according to organisational instructions and requirements; provide suggestions according to customer needs; and arrange different products/services to meet customer needs;</p> <p>(ii) Capable to understand the psychology and requirements of customers on products/services; and employ communication and psychological skills to promote sales, so as to facilitate transactions; and</p> <p>(iii) Capable to follow-up on the progress and quality of services provided to ensure the services provided can meet customers' requirements.</p>
8. Remarks	<p>The credits value of this unit of competency is set on the presumption that the people concerned already possess the knowledge of vehicle service and servicing.</p>