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| Title | **Provide organization’s introduction and product information to customer** | | |
| Level | **2** | **Credits** | **8** |

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| Purpose | This competency standard identifies the competencies required to provide organization’s introduction and product information to customer with the organization’s approved guidelines and procedures. You will be expected to provide organization’s introduction to the customers, benefits and features of product/services to the customer and provide customized offer to the customers. Your underpinning knowledge regarding provide product and the organization’s information to customer will be sufficient you to provide you the basics of the work. |

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| Classification ISCED | 0416 Wholesale and retail sales |

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| Available grade | Competent / Not yet competent |

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| Modification history | N/A |

| **Unit of Competency** | **Performance Criteria** | **Knowledge** |
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| **A1.** **Provide Organization’s introduction to the customer**. | **You must be able to:**   1. Greet Customer according to company’s defined standards. 2. Introduce himself & Company profile to customer. 3. Build a good conversation’ and relation with customer. | **You must be able to:**   1. Explain organizations define standards to greet the customer. 2. Recognize company’s internal/external policies and guideline. 3. Explain:  * Current Affairs * Current International and local Political Situation. * Upcoming and ongoing sports events.  1. Explain how customer service can operate in different types of organizations, e.g.  * Retail * Manufacturing * Administration |
| **A2. Identify the features of products/services and its range.** | **You must be able to:**   1. Collect accurate data in respect of features like specifications, reliability, durability, pricing, warranties, guarantees and benefits of entire product range and services of company. 2. Collect Competitive and market analysis of the same product or services. 3. Offer alternate product /service range as per customer’s need. 4. Interpret product range correctly as per company’s guidelines and standards. | **You must be able to:**   1. Explain:  * Product / Service specifications * Reliability * Durability * Pricing * Warranties, guarantees * Benefits of entire product range and services of company.  1. Explain your product / services. 2. Identify product / services with other same options available in the market. |
| **A3. Provide information of products and services to customers.** | **You must be able to:**   1. Provide complete and clear explanations and demonstrations of products / services. 2. Provide accurate pricing information including payment options as per company’s policies. 3. Identify and inform customers about alternative products/ services. 4. Appraise customer with complete and accurate information about service policy e.g. returns, claims, warranties, guaranties & maintenance plans etc., as per company’s policy. 5. Collect clear, concise data of customer and forward it to the concerns containing all required information. | **You must be able to:**   1. Analyze customer’s needs. 2. List of products / services being offered 3. Explain product specifications and prices. 4. Define basic marketing concepts and principles 5. Explain how good customer service can help to build an organization reputation and give it a competitive advantage. 6. Explain how company procedures can contribute to consistent and reliable customer service. 7. Explain the difference between a feature and a benefit of a product/service and how a feature can be turned into a customer benefit. |
| **A4.** **Provide customized offer to customer.** | **You must be able to:**   1. Select appropriate solutions to identified needs of the customer. 2. Ensure the product or service offered to customer is according to his/her needs. 3. Identify and inform customers about alternative products/ services in terms of pricing, features, availability etc. 4. Full-fill the need of customer by offer competitive price as par company’s guidelines and standards. | **You must be able to:**   1. Explain discounts, promotional offers, packages and services. 2. Define the terms ‘customer satisfaction’ and ‘customer expectations’. |