

**SKILLS FRAMEWORK FOR THE RETAIL
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE**

TSC Category	Customer Experience					
TSC	Product Advisory					
TSC Description	Develop, maintain and convey detailed and specialised product knowledge as well as keep abreast of emerging product knowledge to address customers' requirements					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
	RET-CEX-1005-1.1		RET-CEX-3005-1.1			
	Stay up-to-date on product features and knowledge and advise and inform customers of usage and care of products or services		Cross-sell, upsell and recommend complementary products, specials, new lines and promotions, handle complex product enquiries and offer solutions to address customer needs			
Knowledge	<ul style="list-style-type: none"> • Classification of products • Categories of products • Types of products • Different brands of products offered by the store • Country of origins of products • Information on competitors' products • Types of customers • Types of customer requirements • Ways to establish customers' requirements on products • Organisation's promotional activities • Organisation's price lists of products • Organisational procedures in relation to providing advice on products to customers 		<ul style="list-style-type: none"> • Categories of products • Different styles and trends of products • Different brands of products offered by the store • Information on competitors' products • Types of customer requirements • Ways to establish customers' requirements on products • Ways of presenting the products safely and carefully to the customers without causing loss or damages • Importance of applying appropriate communication skills when giving advice to customers • Organisational procedures in relation to providing advice on products to customers • Ways to maintain and care for products in accordance with manufacturers' guidelines 			
Abilities	<ul style="list-style-type: none"> • Establish customers' requirements using questioning techniques and listening skills • Recommend products and/or services based on 		<ul style="list-style-type: none"> • Provide consultation to customers on products and/or services based on market and fashion trends • Build customer trust and relationship by 			

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	<p>customers' requirements</p> <ul style="list-style-type: none"> • Provide customers with product, promotion information and after-sale services • Present, demonstrate, encourage and/or assist customer to try or test products and/or services • Address customers' enquiries on products • Advise customers on maintenance and care of products • Recommend complementary and peripheral products and/or services • Close sale in accordance to customers' satisfaction 		<p>demonstrating passion and enthusiasm in meeting customer's needs and presenting the values, advantages and benefits that products or services or brand has to offer</p> <ul style="list-style-type: none"> • Provide in-depth knowledge on usage of products and/or services • Advise customers in storage, maintenance and care of products • Maximise additional sales opportunities to cross-sell and/or up-sell products and/or services • Request for permission from customers for follow-up on promotions and/or new products launches • Conclude customers' visits on a positive note 			
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