<table>
<thead>
<tr>
<th>TSC Category</th>
<th>Sales and Marketing</th>
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<tbody>
<tr>
<td>TSC</td>
<td>Energy Product Advisory</td>
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<tr>
<td>TSC Description</td>
<td>Develop, maintain and convey detailed and specialised energy product knowledge as well as keep abreast of emerging product knowledge to address customers' requirements</td>
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<tr>
<th>TSC Proficiency Description</th>
<th>Level 1</th>
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- Advise customers on benefits and combinations of different products and services
- Cross-sell, up-sell and recommend complementary energy products, services and promotions, handle product enquiries and offer complementary energy solutions to address customer needs

Knowledge

- Classification of energy products and services
- Categories of energy products and services
- Types of energy products and services
- Information on competitors' products and services
- Different customer profiles and needs
- Ways to establish customers' requirements on energy products and services
- Technical requirements for implementing energy products and services
- Possible combinations of energy products and services
- Organisation's promotional activities
- Categories of energy products and services
- Information on competitors' products and services
- Different customer profiles, needs and buying patterns
- Methodologies to establish and assess customers' requirements on energy products and services
- Methodologies to conduct feasibility assessment for deployment of energy products and services
- Implication of regulatory restriction in providing advice on energy products and services to customers in product advisory strategies
### Abilities

- Establish customers' energy requirements using questioning techniques and listening skills
- Recommend technically feasible energy products and/or services based on customers' requirements
- Provide customers with product, promotion information and after-sale services
- Present and encourage customers to try products and/or services
- Address customers' enquiries on different features, benefits and possible combinations of products and/or services
- Advise customers on maintenance of products
- Recommend complementary and peripheral products and/or services
- Provide consultations to customers on energy products and/or services based on market and technology trends
- Coordinate feasibility assessments and/or energy audits to assess customers' requirements
- Build customer trust and relationship by demonstrating passion and enthusiasm in meeting customer's needs and presenting the values, advantages and benefits that products and/or services will provide
- Provide in-depth knowledge on how products and/or services will be deployed and operated
- Advise customers in maintenance of energy 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
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