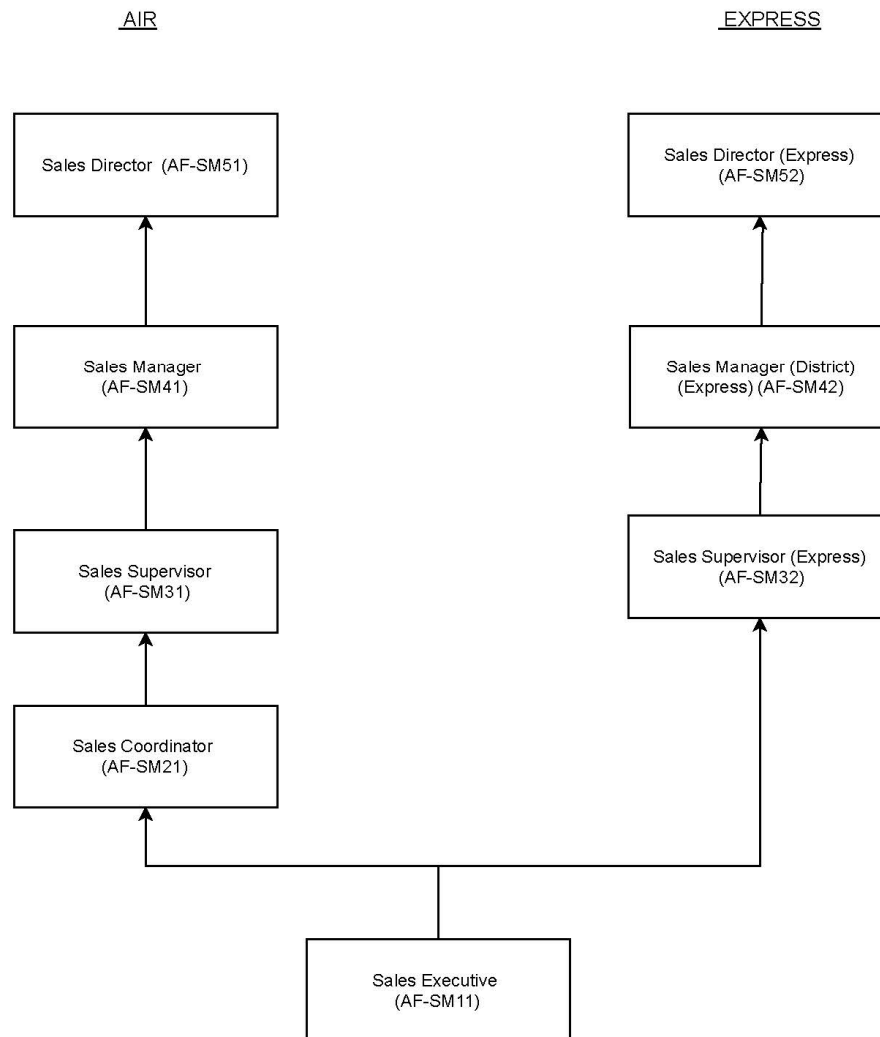


Progression Pathway for the Logistics Industry (Airfreight and Express)

Sales, Marketing and Customer Services (SM)



Sales, Marketing and Customer Services

Position	Sales Director (AF-SM51)		
Duties	<ul style="list-style-type: none"> Responsible for the development of overall sales strategy Increase sales and revenue, lead the team and increase sales performance to achieve company goals Lead the team to conceive and implement mid-term and long-term development goals Provide suggestions on commodity trends and future development Cooperate with other departments to meet the different needs of customers 		
	Core Competency	Code	Credit
	Formulate strategy of air freight quotation	LOCUSM513B	6
	Assess the demand for the services of the logistics industry and formulate sales budgets	LOCUSM501B	9
	Plan business development strategies and explore new markets	LOCUSM503B	9
	Formulate pricing strategy	LOCUSM504B	9
	Formulate marketing strategy	LOCUSM505B	9
	Analyse current market situation and trend of the logistics industry	LOCUSM405B	6
	Conduct contract negotiation	LOCUSM506B	9
	Non-core Competency	Code	Credit
	Formulate an overall strategy for participating in industry conferences in the logistics industry	LOCUSM401B	6
	Formulate customer relationship strategy	111033L4	4
	Total Credits		67

Position	Sales Manager (AF-SM41)		
Duties	<ul style="list-style-type: none"> • Identify potential business • Collect data and establish relationships with current and future customers • Prepare sales data and reports • Explore sales opportunities and promote relevant sales activities • Enhance service quality to achieve sales targets • Manage and train the sales team • Handle customers' enquiries and complaints • Cooperate with other departments to meet the different needs of customers 		
	Core Competency	Code	Credit
	Implement the overall marketing plan	LOCUSM403B	6
	Assess the overall marketing plan and performance indices	LOCUSM404B	6
	Formulate customer relationship strategy	111033L4	4
	Lead the sales teams	LOCUSM413B	6
	Assess sales information of the industry	LOCUSM406B	6
	Analyse customers' freight service needs	LOCUSM407B	6
	Analyse customers business performance	LOCUSM411B	6
	Calculate commission and concession	LOAFSM307B	6
	Non-core Competency	Code	Credit
	Handle co-loading market transactions with air freight forwarders	LOAFSM402B	6
	Analyse current market situation and trend of the logistics industry	LOCUSM405B	6
	Apply methods in marketing and promotion	LOCUSM409B	6
	Apply internet for business promotion	LOCUSM410B	6
	Total Credits		70

Position	Sales Supervisor (AF-SM31)		
Duties	<ul style="list-style-type: none"> • Establish relationships with current and future customers • Prepare sales data and reports • Handle customers' enquiries and complaints • Cooperate with other departments to meet the different needs of customers • Responsible for sales progress report/chart 		
Core Competency			
Handle air freight cargo space booking procedures	LOAFSM302B	6	
Calculate contract air freight charges	111032L3	3	
Present and explain proposals to customers	LOCUSM301B	6	
Implement customer service management	LOCUSM309B	6	
Prepare sales proposals	LOCUSM311B	6	
Non-core Competency			
Handle enquiries on air freight rate	LOAFSM306B	3	
Handle and review customer's opinions and complaints about service quality	LOCUSM312B	6	
Use complicated English for business communication with customers	LOCUSM313B	6	
Use complicated Putonghua for business communication with customers	LOCUSM314B	6	
Calculate commission and concession	LOAFSM307B	6	
Total Credits		54	

Position	Sales Coordinator (AF-SM21)		
Duties	<ul style="list-style-type: none"> • Handling customers' enquiries and complaints • Cooperate with other departments to meet the different needs of customers • Prepare quotation and proposal • Maintain and update customer information regularly 		
	Core Competency	Code	Credit
	Calculate air freight rates	111031L2	3
	Maintain, process and use customer information	LOCUSM201B	3
	Receive customers	LOCUSM209B	6
	Present and explain to customers the logistics services offered	LOCUSM210B	6
	Update customers with latest company news	LOCUSM211B	3
	Non-core Competency	Code	Credit
	Apply multimodal transport concepts and knowledge	111003L2	2
	Apply basic statistics to logistics operation	111004L2	3
	Conduct calculation of logistics related weights and measures, currencies and time zones	LOCUCN203B	3
	Apply communication skills for discussions related to logistics issues	LOCUSM203B	3
	Apply communication skills for internal communication	LOCUSM204B	3
	Use simple Putonghua for business communication with customers	LOCUSM214B	6
	Use simple English for business communication with customers	LOCUSM215B	6
		Total Credits	47

Position	Sales Executive (AF-SM11)		
Duties	<ul style="list-style-type: none"> • Establish relationships with current and future customers • Promote relevant sales activities • Enhance service quality so as to achieve sales standards • Handle customers' enquiries and complaints • Cooperate with other departments to meet the different needs of customers 		
	Core Competency	Code	Credit
	Receive customers	LOCUSM209B	6
	Present and explain to customers the logistics services offered	LOCUSM210B	6
	Handle cargo tracking for customers	LOCUSM213B	3
	Maintain customer relationship and handle complaints	LOCUSM212B	6
	Non-core Competency	Code	Credit
	Use air freight terms, codes and abbreviations	111000L1	2
	Know the label, marking, types and basic packaging requirements for air cargo	111001L1	2
	Total Credits		25

Position	Sales Director (Express) (AF-SM52)		
Duties	<ul style="list-style-type: none"> • Responsible for the development of overall express sales strategy • Increase sales and revenue, lead the team and increase sales performance to achieve company goals • Enhance sales quality • Lead the team to conceive and implement mid-term and long-term development goals • Provide suggestions on commodity trends and future development • Handle customers' enquiries and complaints • Cooperate with other departments to meet the different needs of customers 		
Core Competency			
	Code	Credit	
Formulate courier and express cargo pricing strategy	LOAFSM501B	9	
Formulate marketing strategy of express market	LOAFSM502B	9	
Formulate strategy of courier and express freight quotation	LOAFSM503B	6	
Assess the demand for the services of the logistics industry and formulate sales budgets	LOCUSM501B	9	
Plan business development strategies and explore new markets	LOCUSM503B	9	
Formulate an overall strategy for participating in industry conferences in the logistics industry	LOCUSM401B	6	
Non-core Competency			
	Code	Credit	
Formulate customer relationship strategy	111033L4	4	
Analyse current market situation and trend of the logistics industry	LOCUSM405B	6	
Conduct contract negotiation	LOCUSM506B	9	
Total Credits		67	

Position	Sales Manager (District) (Express) (AF-SM42)		
Duties	<ul style="list-style-type: none"> • Collect district data and establish relationships with current and future customers • Prepare sales data and reports • Explore sales opportunities and promote relevant sales activities • Enhance service quality to achieve sales targets • Manage and train the sales team • Handle customers' enquiries and complaints • Cooperate with other departments to meet the different needs of customers 		
	Core Competency	Code	Credit
	Execute district courier and express market promotion plan	LOAFSM403B	6
	Handling of the co-loading courier and express service	LOAFSM404B	6
	Lead the sales team	LOCUSM413B	6
	Assess sales information of the industry	LOCUSM406B	6
	Analyse customers' freight service needs	LOCUSM407B	6
	Formulate strategy of air freight quotation	LOCUSM513B	6
	Implement strategy of courier and express freight charges quotation	LOAFSM405B	6
	Assess the overall marketing plan and performance indices	LOCUSM404B	6
	Non-core Competency	Code	Credit
	Apply methods in marketing and promotion	LOCUSM409B	6
	Apply internet for business promotion	LOCUSM410B	6
	Analyse customers business performance	LOCUSM411B	6
	Conduct contract negotiation	LOCUSM506B	9
		Total Credits	75

Position	Sales Supervisors (Express) (AF-SM32)																										
Duties	<ul style="list-style-type: none"> • Compile express fee schedule, time schedule and express reservation • Establish relationships with current and future customers • Prepare sales data and reports • Handle customers' enquiries and complaints • Cooperate with other departments to meet the different needs of customers • Responsible for formulating sales progress report/chart 																										
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