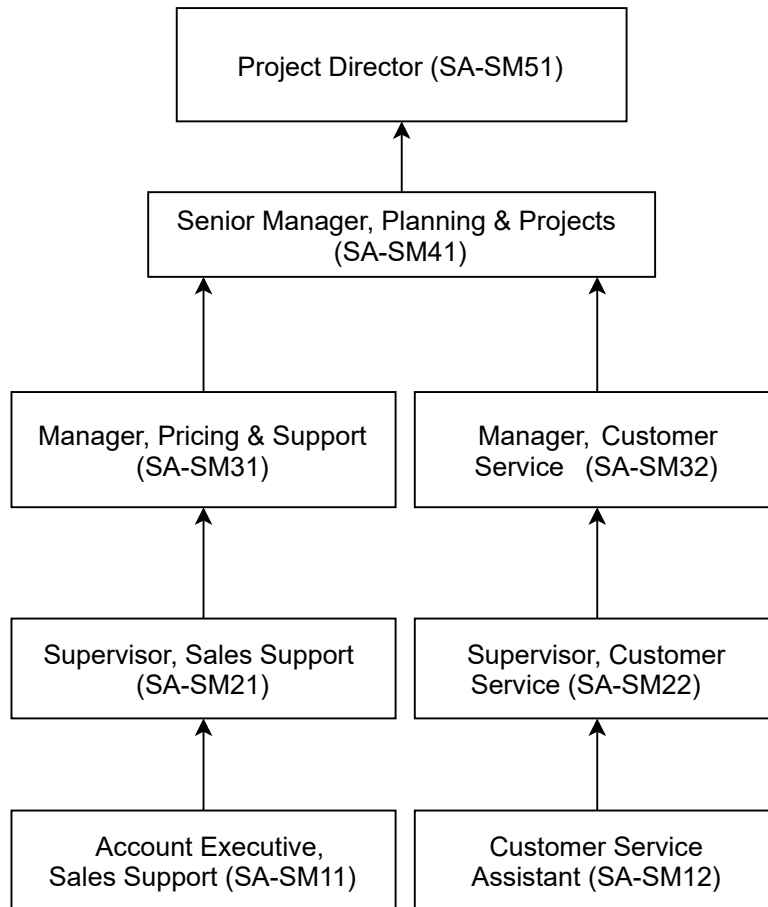


Progression Pathway for the Logistics Industry (Supporting and Ancillary Services)

Sales, Marketing and Customer Services (SM)



Sales, Marketing and Customer Services

Position	Project Director (SA-SM51)		
Duties	<ul style="list-style-type: none"> • Formulate and develop marketing budgets as well as manage sales performance • Formulate and execute marketing plan • Set sales goals, sales targets and conduct market forecasts, as well as formulate sales strategies based on market and company goals • Apply big data technology to predict future sales • Compile sales reports • Conceive of new products • Looking for business opportunities • Provide staff training • Expand customer base 		
Core Competency		Code	Credit
Formulate project cost management		LOSASM601B	6
Formulate project procurement management		LOSASM602B	6
Formulate project schedule management		LOSASM603B	6
Formulate and implement project risk management		LOSASM604B	6
Non-core Competency		Code	Credit
Formulate sales strategy		LOCUSM601B	6
Analyse market data		LOCUSM602B	6
Formulate marketing strategy		LOCUSM603B	6
Total Credits			42

Position	Senior Manager, Planning and Projects (SA-SM41)																										
Duties	<ul style="list-style-type: none"> • Manage sales performance • Plan and execute marketing plan • Assist in setting sales goals, sales targets and conduct market forecasts, as well as formulate sales strategies based on market and company goals • Provide sales training • Forecast future trends • Compile sales reports • Conceive of new products • Expand customer base 																										
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;">Core Competency</th> <th style="width: 20%;">Code</th> <th style="width: 20%;">Credit</th> </tr> </thead> <tbody> <tr> <td>Formulate customer relationship strategy</td> <td>LOCUSM408B</td> <td>6</td> </tr> <tr> <td>Monitor service quality</td> <td>LOCUSM512B</td> <td>3</td> </tr> <tr> <td>Formulate human resources management for projects</td> <td>LOSASM503B</td> <td>6</td> </tr> <tr> <td>Formulate project communications management</td> <td>LOSASM504B</td> <td>6</td> </tr> </tbody> </table>			Core Competency	Code	Credit	Formulate customer relationship strategy	LOCUSM408B	6	Monitor service quality	LOCUSM512B	3	Formulate human resources management for projects	LOSASM503B	6	Formulate project communications management	LOSASM504B	6									
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	Manage performance of customer service staff	LOSASM501B	6																								
	Establish business networks	LOSASM502B	6																								
	Total Credits		51																								

Position	Manager, Pricing and Support (SA-SM31)																	
Duties	<ul style="list-style-type: none"> • Formulate and implement air freight quotation strategy • Formulate and implement courier and express quotation strategy and compile express fee schedule • Set sales goals, sales targets and conduct market forecasts, as well as formulate sales strategies based on market and company goals • Provide sales training • Compile sales reports 																	
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	Lead the sales teams	LOCUSM413B	6															
	Promote the sales of products and services	LOCUSM414B	3															
	Total Credits		30															

Position	Manager, Customer Service (SA-SM32)			
Duties	<ul style="list-style-type: none"> • Establish an excellent and up-to-standard customer services team • Handle customer enquiries and solve their problems • Build up team spirit • Train employees to become professional and customer-oriented representatives • Provide staff training 			
	Core Competency		Code	Credit
	Build relationships with customers		LOCUSM412B	3
	Manage customer service centres		LOCUSM402B	6
	Non-core Competency		Code	Credit
	Promote the sales of products and services		LOCUSM414B	3
	Promote special cargo and service		LOSASM301B	3
			Total Credits	15

Position	Supervisor, Sales Support (SA-SM21) Supervisor, Customer Service (SA-SM22)																																												
Duties	<p>Sales</p> <ul style="list-style-type: none"> • Manage sales performance • Plan and execute marketing plan • Set sales goals, sales targets and market forecasts, as well as formulate sales strategies based on market and company goals • Provide sales training • Compile sales reports • Conceive of new products • Expand customer base <table border="1"> <thead> <tr> <th>Core Competency</th> <th>Code</th> <th>Credit</th> </tr> </thead> <tbody> <tr> <td>Sell products and services</td> <td>LOCUSM319B</td> <td>3</td> </tr> <tr> <td>Implement marketing and promotional activities</td> <td>LOCUSM320B</td> <td>3</td> </tr> </tbody> </table> <table border="1"> <thead> <tr> <th>Non-core Competency</th> <th>Code</th> <th>Credit</th> </tr> </thead> <tbody> <tr> <td>Provide freight forwarding services to customers</td> <td>LOCUSM315B</td> <td>3</td> </tr> <tr> <td>Co-ordinate multimodal transport activities</td> <td>LOCUSM317B</td> <td>3</td> </tr> <tr> <td colspan="2" style="text-align: right;">Total Credits</td> <td>12</td> </tr> </tbody> </table> <p>Customer Service</p> <ul style="list-style-type: none"> • Train excellent and up-to-standard customer service teams • Handle customer enquiries and solve their problems • Build up a team relationship • Train employees to become professional and customer-oriented service representatives • Provide staff training <table border="1"> <thead> <tr> <th>Core Competency</th> <th>Code</th> <th>Credit</th> </tr> </thead> <tbody> <tr> <td>Co-ordinate customer services</td> <td>LOCUSM318B</td> <td>3</td> </tr> <tr> <td>Maintain customer relationship and handle complaints</td> <td>LOCUSM212B</td> <td>6</td> </tr> </tbody> </table> <table border="1"> <thead> <tr> <th>Non-core Competency</th> <th>Code</th> <th>Credit</th> </tr> </thead> <tbody> <tr> <td>Provide freight forwarding services to customers</td> <td>LOCUSM315B</td> <td>3</td> </tr> <tr> <td>Co-ordinate multimodal transport activities</td> <td>LOCUSM317B</td> <td>3</td> </tr> <tr> <td colspan="2" style="text-align: right;">Total Credits</td> <td>15</td> </tr> </tbody> </table>			Core Competency	Code	Credit	Sell products and services	LOCUSM319B	3	Implement marketing and promotional activities	LOCUSM320B	3	Non-core Competency	Code	Credit	Provide freight forwarding services to customers	LOCUSM315B	3	Co-ordinate multimodal transport activities	LOCUSM317B	3	Total Credits		12	Core Competency	Code	Credit	Co-ordinate customer services	LOCUSM318B	3	Maintain customer relationship and handle complaints	LOCUSM212B	6	Non-core Competency	Code	Credit	Provide freight forwarding services to customers	LOCUSM315B	3	Co-ordinate multimodal transport activities	LOCUSM317B	3	Total Credits		15
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Position	Account Executive, Sales Support (SA-SM11) Customer Service Assistant (SA-SM12)																							
Duties	Sales																							
	<ul style="list-style-type: none"> • Support sales team • Prepare reports and quotations • Support in marketing plans • Follow up sales activities 																							
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Total Credits		24																						

Customer Service		
<ul style="list-style-type: none"> • Handle customer enquiries and solve their problems • Build up a team relationship • Provide professional services to customers 		
Core Competency	Code	Credit
Provide customer services	LOSASM201B	3
Maintain customer relationship and handle complaints	LOCUSM212B	6
Handle cargo tracking for customers	LOCUSM213B	3
Non-core Competency	Code	Credit
Apply multimodal transport concepts and knowledge	LOCUCN201B	3
Apply basic statistics to logistics operation	LOCUCN202B	6
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
Total Credits		30