

Specification of Competency Standards
for the Automotive Industry
Unit of Competency

Functional Area - Sales and Marketing

Title	Implement sales plan for vehicle products
Code	108579L3
Range	This unit of competency is applicable in vehicle sales or related workplaces. The sales person should be able to employ sales techniques to implement sales plan effectively to accomplish the sales targets.
Level	3
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge (Sales of vehicle products)</p> <ul style="list-style-type: none"> • Good understanding of the sales outlets and procedure for vehicle products. • Good understanding of the vehicle market and customers' preferences. • Good understanding of the strengths and weaknesses of the product. • Good understanding of the market positioning of the brand/product. • Good understanding of other competitors in the same business and their sales methods. • Understand the concept of foreign exchange risk. • Know the Government's environmental laws and regulations on vehicle. products, such as concessionary tax policy on environment-friendly cars. • Know the market information system for vehicle products . <p>2. Performance (Implement sales plan for vehicle products)</p> <ul style="list-style-type: none"> • Arrange the sales area and sales teams for vehicle products according to the marketing plan. • Arrange sales activities jointly with marketing and promotion department. • Negotiate with service and parts departments to provide corresponding 3S (Sales, Service and Spare Parts) support. • Train front-line teams to apply vehicle product selling techniques, such as: negotiating skills, identify target customers and promotional techniques. • Employ information technology and internet for sales of vehicle products. • Assess the performance of the sales plan. • Review the implementation process of the sales plan. • Compile and submit sales reports to supervisor.
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are that the practitioner being assessed shall prove that he/she is:</p> <ul style="list-style-type: none"> • Capable of employing sales techniques; and • Capable of implementing sales plan effectively to accomplish the sales targets; and capable of communicating effectively with relevant departments.
Remark	The credits value of this unit of competency is set on the presumption that the practitioner concerned has already possessed basic knowledge of vehicle products and sales.