

**Specification of Competency Standards**  
**for the Automotive Industry**  
**Unit of Competency**

Functional Area - Sales and Marketing

Title	Formulate vehicle products sales strategy
Code	108587L6
Range	This unit of competency is applicable in workplaces relevant to vehicle products sales management. Practitioners should be able to analyse and assessing the competitive market environment of vehicle products in accordance with the overall objectives and operation strategy of the organisation and lead the subordinate staff to formulate effective and practicable sales strategies.
Level	6
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge (Market environment of vehicle products and sales strategies)</p> <ul style="list-style-type: none"> <li>• Good understanding of the significance of vehicle products sales to the entire organisation.</li> <li>• Master the competitive market environment of vehicle products.</li> <li>• Good understanding of the sales outlets and sales procedure of vehicle products.</li> <li>• Good understanding of consumer psychology.</li> <li>• Master the concept of foreign exchange risk.</li> <li>• Master the structure and composition of salespersons in the organisation.</li> <li>• Good understanding of the overall objectives and operation strategies of the organisation.</li> <li>• Good understanding of the government's environmental protection legislations on vehicle products.</li> </ul> <p>2. Performance (Formulate sales strategies for the organization)</p> <ul style="list-style-type: none"> <li>• Master the significance of vehicle products sales to the entire organisation such as its influence on the organisation's achievements, profits and the development of service and spare parts business and even the image of the organisation.</li> <li>• Analyse and assess the competitive market environment of vehicle products as well as the opportunities and risks involved so as to lead the subordinate staff to formulate effective sales strategies.</li> <li>• Analyse different aspects of the vehicle products market so as to formulate effective sales strategies for the organisation, such as: <ul style="list-style-type: none"> <li>○ Identify target customers, expand the market and attract new customers</li> <li>○ Maintain existing customers and understand the advantage of it</li> <li>○ adopt Relationship Marketing</li> <li>○ Set communication objectives</li> <li>○ Determine sales methods</li> <li>○ Cooperate with respective departments</li> <li>○ Request for resources</li> </ul> </li> <li>• Allocate resource support to respective departments in accordance with organisational resources.</li> <li>• Formulation of assessment strategy for sales performance.</li> <li>• Peruse regular reports to assess the performance of sales strategies and seek for improvement and optimisation.</li> </ul>
Assessment Criteria	The integrated outcome requirements of this unit of competency are that the practitioner being assessed shall prove that he/she is:

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	<ul style="list-style-type: none"><li>• Capable of understanding the responsibility of his rank, analysing and assessing the different aspects of the vehicle products market and the competitive environment, and leading the subordinate staff; and</li><li>• Capable of formulating effective and practicable sales strategies in accordance with the overall objectives and operation strategies of the organisation to safeguard its achievements and profits of to facilitate its long-term development.</li></ul>
Remark	