

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

Functional Area - Sales and Marketing

Title	Formulate management strategy for salespersons of vehicle products
Code	108588L6
Range	This unit of competency is applicable to the managerial staff of vehicle products sales. Practitioners should be able to master the knowledge of salespersons management, analysing and assessing the performance of salespersons and organisational demand for salespersons to formulate salespersons management strategy.
Level	6
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge (Recruitment, training and assessment of salespersons)</p> <ul style="list-style-type: none"> <li>• Master the structure and composition of salespersons, including: <ul style="list-style-type: none"> <li>○ Sales regions</li> <li>○ Sales teams</li> </ul> </li> <li>• Understand the resources planning of salespersons, including: <ul style="list-style-type: none"> <li>○ Recruitment interviews</li> <li>○ Selection of salespersons</li> </ul> </li> <li>• Master the management of salary policy for salespersons, including: <ul style="list-style-type: none"> <li>○ Salary and commission policy</li> <li>○ Performance evaluation methods</li> <li>○ Relevant labour ordinances</li> </ul> </li> <li>• Understand performance evaluation and staff training, including <ul style="list-style-type: none"> <li>○ Formal and informal evaluation methods</li> <li>○ Formal and informal training methods</li> </ul> </li> <li>• Master staff relation, including: <ul style="list-style-type: none"> <li>○ Mechanism for settling internal conflicts</li> <li>○ Procedure of complaints and disciplinary action</li> <li>○ Staff motivation of and team building</li> </ul> </li> </ul> <p>2. Performance (Formulate management strategy for salespersons)</p> <ul style="list-style-type: none"> <li>• Formulate organisation strategy for salespersons, such as: <ul style="list-style-type: none"> <li>○ Sales regions and the composition and structure of sales teams</li> </ul> </li> <li>• Analyse the market supply of salespersons for respective departments, including: <ul style="list-style-type: none"> <li>○ Statistical information of respective salespersons</li> <li>○ Market demand for the salespersons required</li> <li>○ The cost for retaining talents, etc.</li> </ul> </li> <li>• Formulate management strategy for salespersons in accordance with organisational operation management strategy and human resources strategy, including: <ul style="list-style-type: none"> <li>○ The strategy to recruit talents</li> <li>○ The strategy to retain talents</li> <li>○ Internal training mechanism and strategy</li> <li>○ The rank of salesperson, promotion ladder, terms of reference of jobs, salary/commission, benefits and reward system, etc.</li> <li>○ Estimate the salary/commission, benefits and rewards so as to seek relevant resources</li> <li>○ Establish job employment mechanism</li> <li>○ Build team spirit</li> <li>○ Handle disputes</li> <li>○ Establish performance evaluation scheme</li> </ul> </li> </ul>

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	<ul style="list-style-type: none"><li>○ Submit regular reports to the organisation</li></ul>
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"><li>• Capable of applying the knowledge on vehicle products salespersons management to formulate recruitment, training, monitoring and assessment strategies for those salespersons; and</li><li>• Capable of analysing and assessing organisational demand for vehicle products salespersons in accordance with the objectives of the organisation.</li></ul>
Remark	