

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

Functional Area - Parts Management

Title	Formulate sales strategy for parts and accessories
Code	108610L6
Range	This unit of competency is applicable to the practitioners of the auto parts and accessories purchasing and sales departments for the formulation of sales strategy according to the characteristics of different parts and accessories and the market situation to achieve the maximum operational benefit for the organisation.
Level	6
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge (Characteristics of auto parts and accessories as well as the marketing and sales theory)</p> <ul style="list-style-type: none"> <li>• Master the latest information on the prices, market demand and market shares of different parts and accessories.</li> <li>• Good understanding of the characteristics of different parts and accessories, such as scope of applicability and market position.</li> <li>• Master the consuming behaviour of customers.</li> <li>• Good understanding of the characteristics and applicability of different marketing methods.</li> <li>• Know the characteristics, applicability and operation methods of different sales patterns.</li> <li>• Good understanding of the resources availability and risks affordability of the organisation.</li> <li>• Good understanding of the regulations governing the marketing and sales of goods.</li> </ul> <p>2. Performance (Sales strategy of auto parts and accessories)</p> <ul style="list-style-type: none"> <li>• Formulate the sales strategy, such as partnership scheme, pricing and marketing, according to the characteristics of different parts and accessories, market situation, consuming pattern of customers and employable resources of the organisation.</li> <li>• Formulate contingency measures in case of dull sales.</li> <li>• Establish performance indicators for the sales strategy, such as sales volume.</li> <li>• Review the sales strategy, and make corresponding adjustments.</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 formulating effective sales strategy according to the characteristics of auto parts and accessories, actual market situation and the capability of the organisation; and</li> <li>• Capable of adjusting or improving the sales strategy with reference to its performance indicators.</li> </ul>
Remark	The credits value of this unit of competency assumes that the practitioner concerned has already possessed the knowledge of auto parts and accessories as well as the marketing and sales of commodities.