

1. Title	Formulate sales strategies
2. Code	BEZZMS602A
3. Range	Analyze and assess the competitive environment of beauty product / service market and formulate effective sales strategies to tie in with the corporate objectives and business strategies.
4. Level	6
5. Credit	9 (for reference only)
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Understand the operation of the beauty product / service system</p> <ul style="list-style-type: none"> <li>◆ Understand the operation of the beauty product / service system of the organization</li> <li>◆ Understand how the organization / enterprise sells beauty products / services</li> <li>◆ Understand the competitive market environment of beauty products / services</li> </ul> <p>6.2 Formulate sales strategies of the organization</p> <ul style="list-style-type: none"> <li>◆ Analyze and assess the competitive environment of the beauty product / service market</li> <li>◆ Analyze different aspects of the beauty product / service market and formulate effective sales strategies of the organization, such as: <ul style="list-style-type: none"> <li>• Determine target customers, expand the market and attract new customers</li> <li>• Master the way to retain existing customers and its advantages, making use of Relationship Marketing</li> <li>• Master the communication objectives and methods</li> <li>• Formulate sales methods</li> <li>• Formulate sales promotion strategies</li> </ul> </li> <li>◆ Assess the feasibility of the sales strategies</li> <li>◆ Review the performance of the sales strategies</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Capable to analyze and assess different aspects and the competitive environment of the beauty product / service market; and</p> <p>(ii) Capable to formulate effective sales strategies to tie in with the corporate objectives and business strategies.</p>
8. Remarks	