

1. Title	Formulate sales management plans						
2. Code	BEZZMS603A						
3. Range	Analyze the effects of the organization's external and internal environmental factors to sales management applicable to the beauty industry, and formulate effective sales management plans to tie in with the corporate objectives and sales strategies.						
4. Level	6						
5. Credit	9 (for reference only)						
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <table border="0"> <tr> <td style="vertical-align: top;">6.1</td> <td style="vertical-align: top;">Knowledge of beauty product / service sales management</td> <td style="vertical-align: top;"> <ul style="list-style-type: none"> ◆ Understand the nature and scope of the organization's sales management ◆ Know about theories of beauty product / service sales management </td> </tr> <tr> <td style="vertical-align: top;">6.2</td> <td style="vertical-align: top;">Formulate the organization / enterprise sales management plans</td> <td style="vertical-align: top;"> <ul style="list-style-type: none"> ◆ Analyze the effects of the organization's external and internal environmental factors to beauty product / service sales management ◆ Formulate beauty products agency and retail management plans ◆ Formulate beauty product / services sale staff management plans ◆ Formulate beauty product / service sales methods and system management plans ◆ Formulate sales performance management plans </td> </tr> </table>	6.1	Knowledge of beauty product / service sales management	<ul style="list-style-type: none"> ◆ Understand the nature and scope of the organization's sales management ◆ Know about theories of beauty product / service sales management 	6.2	Formulate the organization / enterprise sales management plans	<ul style="list-style-type: none"> ◆ Analyze the effects of the organization's external and internal environmental factors to beauty product / service sales management ◆ Formulate beauty products agency and retail management plans ◆ Formulate beauty product / services sale staff management plans ◆ Formulate beauty product / service sales methods and system management plans ◆ Formulate sales performance management plans
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7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Capable to analyze the effects of the organization's external and internal environmental factors to beauty product / service sales management; and</p> <p>(ii) Capable to formulate effective sales management plans to tie in with the corporate objectives and sales strategies.</p>						
8. Remarks							