

1. Title	Formulate sales staff management strategies	
2. Code	BEZZMS604A	
3. Range	Master sales staff management knowledge applicable to the beauty industry to analyze and assess the performance of sales staff and sales staff demand of the organization, in the absence of complete/consistent data/information, and formulate sales staff management 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 Organization, recruitment, training, management and assessment of sales staff of the industry</p> <ul style="list-style-type: none"> <li>◆ Understand the organization of sales staff of the industry, such as: <ul style="list-style-type: none"> <li>• Sales district</li> <li>• Sales team</li> </ul> </li> <li>◆ Understand resources planning for sales staff of the industry, such as recruitment interview and selection</li> <li>◆ Understand the salary policy management for sales staff of the industry, such as: <ul style="list-style-type: none"> <li>• Salary and commission policies</li> <li>• Work appraisal method</li> <li>• Relevant labour regulations</li> </ul> </li> <li>◆ Understand performance assessment and staff training, including: <ul style="list-style-type: none"> <li>• Official and unofficial assessment methods</li> <li>• Official and unofficial training methods</li> </ul> </li> <li>◆ Master staff relation <ul style="list-style-type: none"> <li>• Mechanism for solving internal conflicts of the enterprise</li> <li>• Grievance and disciplinary procedures</li> <li>• Motivating staff and building up team spirit</li> </ul> </li> </ul> <p>6.2 Formulate sales staff management strategies for the industry</p> <ul style="list-style-type: none"> <li>◆ Formulate organizational strategies for beauty product / service sales districts and teams e.g. organization of sales districts and/or teams</li> <li>◆ Analyze the market supply of sales staff of the industry in the absence of complete/consistent data/information, including: <ul style="list-style-type: none"> <li>• Relevant sales staff figures</li> <li>• Market demand of sales staff</li> <li>• Cost for retaining competent staff</li> </ul> </li> </ul>	

	<ul style="list-style-type: none"> <li>◆ Formulate sales staff management strategies to tie in with the operational management and human resources strategies of the organization <ul style="list-style-type: none"> <li>• Strategies to recruit competent people</li> <li>• Strategies to retain competent staff</li> <li>• Internal training mechanism and strategies</li> <li>• Ranks, promotion ladder, power and responsibilities, salary, benefits and reward system of sales staff</li> <li>• Work allocation mechanism</li> <li>• Building up team spirit</li> <li>• Performance assessment scheme</li> </ul> </li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> <li>(i) Capable to analyze and assess the organization’s sales staff demand according to the corporate objectives in the absence of complete/consistent data/information; and</li> <li>(ii) Capable to apply sales staff management knowledge applicable to the beauty industry to formulate sales staff recruitment, training, management and assessment strategies.</li> </ul>
8. Remarks	