

Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Sales & Marketing

Title	Implement a sales plan
Code	108196L4
Description	Implement a sales plan for fashion business to achieve the sales objectives. This applies to individuals who are required to execute the sales plan to achieve the sales objectives of a fashion business.
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge in the subject area</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • understand the principles of selling • understand the elements of effective sales methods, especially for fashion products (e.g. luxury goods selling) • analyse the issues of legal and ethical selling (e.g. anti-competition, unsolicited electronic messages) • apply appropriate techniques for organising sales activities and motivating sales teams <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • identify the sales plan arising from the marketing plan to direct the selling effort of sales team • allocate resources to conduct sales activities in accordance with the sales plan • identify the expected outcomes and metrics, and explain these clearly to team members • execute each sales activity within the established timeframe and budget • anticipate difficulties and challenges to develop contingency arrangements • monitor the implementation process and competitive situation, and determine if modifications or additional resources are required • collect feedback from the sales team and clients to improve the approaches to sales <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • create a sense of direction and common purpose in the achievement of sales objectives and targets • build close client relationships and explore sales opportunities
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> • Effective implementation of a sales plan to achieve the sales objectives of a fashion business.
Remark	