Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Sales & Marketing

Title	Lead and manage a sales team
Code	108197L4
Description	Lead and manage a sales team to achieve sales objectives for a fashion business. This applies to individuals who are required to lead and direct sales team activities and facilitate teamwork to achieve intended outcomes.
Level	4
Credit	3

Competency	Performance Requirements
	1. Knowledge in the subject area
	
	    Be able to:
	• explain the differences between management and leadership
	• understand the links between sales activities and the business goals
	• examine the common challenges, ethical issues, and conflict situations of sales team management
	• inspire and motivate teams towards achieving sales objectives
	
	2. Application and process
	
	    Be able to:
	• identify sales targets and activities as well as performance standards
	• implement strategies to encourage, motivate and support team members
	• model client-focused tactics and demonstrate creative sales techniques for members
	• steer teams through difficulties, challenges and conflict situations
	• analyse sales data to monitor sales progress
	• provide constructive feedback to team members and recognise or reward effective sales performance
	• monitor ethical and professional conduct of team members in accordance with legal, ethical and organisational requirements
	
	3. Exhibit professionalism
	
	    Be able to:
	• show integrity, fairness and consistency in decision-making
	• empower team members to develop their own ways of working and exercise responsible autonomy

Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to accomplish: • Leading and managing sales teams to achieve sales objectives and business outcomes for a fashion business, which take into consideration both ethical and performance standards.
Remark	