

Unit of Competency**Functional Area: Sales and Merchandising**

Title	Develop sales plans
Code	105208L3
Range	This unit of competency is applicable to practitioners in the import and export industry. It involves the development of sales plan to achieve sales target.
Level	3
Credit	3 (for reference only)
Competency	<p>Performance Requirement</p> <ol style="list-style-type: none"> 1. Possess knowledge of developing sales action plan <ul style="list-style-type: none"> • Use a range of skills to estimate sales force and resource requirements • Use a range of skills to develop plans to increase sales revenue 2. Develop sales plan <ul style="list-style-type: none"> • Identify territory coverage and sales target • Identify sales strategies to achieve sales target • Estimate the sales force and resource requirements in order to reach the identified target • Prepare budget and schedule to achieve the identified target • Acquire required resources and use acquired resources efficiently • Develop quantifiable performance standard (e.g., budget, and sales revenue) and allocate to individual salesperson • Develop plans to increase sales revenue and enhance sales quality • Develop tactics to acquire new customers and retain existing customers • Provide detailed list of activities to be done • List the expected difficulties and propose solutions 3. Enhance sales activities <ul style="list-style-type: none"> • Keep track of sales activities, e.g., number of calls, number of appointments, number of closed sales, and sales volume • Collect sales data to compare actual sales performance against sales target • Identify the gap and take actions to achieve the sales target
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of developing sales plan • Capable of monitoring sales activities
Remark	