

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

Title	Manage distribution channels
Code	105257L4
Range	This unit of competency is applicable to practitioners in the import and export industry to manage sets of interdependent firms in making products available in the market.
Level	4
Credit	6 (for reference only)
Competency	<p>Performance Requirement</p> <ol style="list-style-type: none"> 1. Possess knowledge of marketing and distribution systems <ul style="list-style-type: none"> • Evaluate the operations of distribution system, i.e., vertical systems, horizontal systems, and multi-channel system • Employ a wide range of channel management skills to manage channel members to distribute products 2.1. Select channel members <ul style="list-style-type: none"> • Identify marketing objectives and select the appropriate distribution system • List the selection criteria in accordance with the company's marketing objectives • List the potential channel members • Evaluate and select channel members in accordance with selection criteria 2.2. Provide training to channel members <ul style="list-style-type: none"> • Collect relevant information to prepare the training materials, e.g., technical requirements, product specifications, and expected performance • Conduct training to deliver knowledge and practical skills in distributing the products 2.3. Motivate channel members <ul style="list-style-type: none"> • Work with channel members to agree marketing goals and associated strategies • Set the performance standard of distribution channel • Agree with channel members on the distribution process and performance standards • Provide feedback on the performance of channel members on a regular basis • Provide awards to motivate channel members if they meet expected performance standards 2.4. Evaluate channel members <ul style="list-style-type: none"> • Collect relevant information to conduct performance evaluation of channel members • Evaluate actual performance against agreed standards, e.g., sales quota attainment, average inventory levels, customer delivery time, and customer satisfaction 3. Manage distribution channels <ul style="list-style-type: none"> • Review the process of distribution and performance standards on a regular basis • Review and compare the performance of channel members on a regular basis • Take necessary steps to ensure that the quality of product and service provided to customers • Modify channel arrangements to optimise performance, e.g., modify distribution process, identify new channel members, revise training materials
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of selecting qualified and suitable channel members • Capable of conducting training to channel members • Capable of motivating channel members • Capable of evaluating performance of channel members and modifying channel arrangements
Remark	