Specification of Competency Standards for the Import and Export Industry

Unit of Competency

Functional Area: Sales and Merchandising

Title	Manage sales teams
Code	105278L4
Range	This unit of competency is applicable to practitioners in the import and export industry to develop plans to manage sales teams, and review sales performance.
Level	4
Credit	6 (for reference only)

Competency	Performance Requirement
	1. Possess knowledge of sales management
	    • Use a range of skills to identify sales strategies and sales targets
	    • Use a wide range of tools to manage sales activities
	2.1. Determine sales target
	    • Conduct external and internal situational analysis to identify sales strategies
	    • Analyse current territory coverage and set target coverage
	    • Establish territory coverage plans to reach target markets
	    • Determine the sales volume to achieve
	2.2. Develop plans to manage sales force
	    • Set the hierarchical structure of sales teams
	    • Define role, power, and responsibilities of team members
	    • Establish sales policies and procedures
	    • Determine remuneration packages to motivate sales persons to meet the sales targets
	    • Develop quantifiable indicators (e.g., budget and quota) as a standard to measure sales performance
	    • Establish a course of actions to achieve the targeted sales
	    • Establish plans to retain loyal customers and create new customers
	2.3. Manage sales activities
	    • Identify tasks to be performed for sales teams to achieve sales targets
	    • Develop sales procedures to conduct sales activities and support sales forces
	    • Implement sale procedures
	    • Review sales procedures on a regular basic
	    • Take action to revise sales procedures (if required)
	3. Improve sales team performance
	    • Review sales performance against target regularly to identify gaps
	    • Determine the factors for low performance, and take remedial actions such as motivation, coaching, or additional resources and support
	    • Provide effective recommendations for further improvement in sales performance

Assessment Criteria	The integrated outcome requirements of this unit of competency are:
	    • Capable of determining sales target
	    • Capable of managing sales activities
	    • Capable of reviewing sales team performance for continuous improvement

Remark	