

Unit of Competency

Functional Area: Sales and Merchandising

Title	Train sales teams
Code	105279L4
Range	This unit of competency is applicable to practitioners in the import and export industry to identify training needs, and organise training activities to attain the required sales target and satisfy customers.
Level	4
Credit	5 (for reference only)
Competency	<p>Performance Requirement</p> <ol style="list-style-type: none"> 1. Possess knowledge of training and development <ul style="list-style-type: none"> • Use a range of skills to identify training needs • Use a range of skills to organise training activities 2.1. Identify training needs <ul style="list-style-type: none"> • Determine the performance requirements • Evaluate the gap between current situation and the required performance • Identify the training needs to facilitate sales persons to attain the required level of skills and knowledge to satisfy customers • Identify development needs to enhance the performance of sales persons 2.2. Organise training activities <ul style="list-style-type: none"> • Formulate learning outcomes • Identify trainers or facilitators • Co-ordinate with relevant parties to prepare training materials • Plan for training delivery including training room layout, equipment requirement, and handouts • Conduct training sessions to impart information/instructions to enhance sales performance 3. Enhance training activities <ul style="list-style-type: none"> • Identify hard data (e.g., item sold, customer retention rate, and sales figure) and soft data (e.g., customer satisfaction level, attitudes, and relationship with customers) • Collect data and/or conduct survey to compare the pre-training and post-training sales performance • Evaluate the effectiveness of the training activities • Provide recommendations for further improvement
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of identifying training needs • Capable of organising training activities • Capable of evaluating training activities
Remark	