

Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Sales, Marketing and Customer Services

Title	Prepare sales proposals
Code	LOCUSM311B
Range	This unit of competency is applicable to all sea freight, air freight, and express operators. Practitioners should be capable to prepare sales proposals according to customers' requirements and in consideration of benefits to the company and different factors to achieve sales objectives.
Level	3
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Basic knowledge of sales proposal writing</p> <ul style="list-style-type: none"> • Understand the work flow, working procedures and characteristics related to freight service • Master methods of analysing customers' needs for freight service • Understand customers' business operation • Understand the format and main points of sales proposals • Understand different forms of sales strategies and their objectives • Master good writing skills • Master good communication skills • Understand business law and related regulations • Understand competitors' moves and countermeasure analysis <p>2. Write sales proposals</p> <ul style="list-style-type: none"> • Understand customers' needs for freight service from different channels, work flow of operation, business situation and difficulties • Analyse customer's needs for freight service • Analyse the services provided by key competitors in the market and their characteristics • Put forward different proposals in accordance with customers' requirements and analyse their pros and cons • Discuss with relevant departments about the feasibility of different proposals • Make comparison with competitors' services and propose competitive countermeasures • Turn customers' requirements and corresponding competitive countermeasures into main points of proposal • Apply writing skills in writing sales proposals
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to analyse customers' needs for freight service and understand customers' business situation; • Capable to analyse market competitors' services and make comparison; and • Capable to write effective sales proposals in accordance with individual customers' situation
Remark	