

**Specification of Competency Standards**  
**for the Logistics Industry**  
**Unit of Competency**

Functional Area - Sales, Marketing and Customer Services

Title	Assess sales information of the industry
Code	LOCUSM406B
Range	This unit of competency is applicable to all sea freight, air freight and express operators. Practitioners should be capable to assess sales information accurately to ensure effective business operation of the company.
Level	4
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand tools and methods for sales trend analysis</p> <ul style="list-style-type: none"> <li>• Understand the business policy and sales goal of the company</li> <li>• Understand current market situation of the industry</li> <li>• Understand the company's sales strategy, methods and channels</li> <li>• Understand the calculation of market share</li> <li>• Understand the channels in obtaining market information and intelligence</li> <li>• Understand the sources of information and statistics</li> <li>• Understand the development of new statistics and its' availability</li> <li>• Master various kinds of methods for sales market analysis, such as marketing cost analysis</li> <li>• Master methods for data trend estimation, such as moving average and regression analysis</li> <li>• Master basic knowledge of statistics</li> </ul> <p>2. Assess sales trend</p> <ul style="list-style-type: none"> <li>• Obtain market data, information and intelligence</li> <li>• Develop new channels for data and information capturing with more efficient and effective way</li> <li>• Master the reliability and validity of information and statistics before delivery</li> <li>• Assess actual sales condition with regard to the policy and sales goal of the company</li> <li>• Analyse causes of the change in sales performance</li> <li>• Measure sales performance differentials</li> <li>• Analyse the change in market share</li> <li>• Analyse the effectiveness of the sales channels and network</li> <li>• Analyse sales strategies of the competitors</li> <li>• Offer suggestions or solutions to strengthen the sales strategy</li> <li>• Assess the advantages and disadvantages of different suggestions and their effects on the company</li> <li>• Compile reports and use diagrams to illustrate the assessment of sales trend</li> <li>• Implement new system of capturing information, data and statistics efficiently and effectively</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> <li>• Capable to use analytical tools, market data and information to assess sales trend accurately; and</li> <li>• Capable to compile reports to illustrate the information assessment results and offer suggestions on formulation of effective sales strategy to the management level</li> </ul>
Remark	