

Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Sales, Marketing and Customer Services

Title	Apply methods in marketing and promotion
Code	LOCUSM409B
Range	This unit of competency is applicable to all sea freight, air freight and express operators. Practitioners should be capable to apply marketing approach in logistics-related marketing and sales promotion in order to promote their business to customers.
Level	4
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand marketing and sales concepts</p> <ul style="list-style-type: none"> • Understand the operation of the logistics industry • Understand fairly the business operation of the company • Understand customers' business, operation, characteristics, service requirements, business relationship with the company, sales volume, etc • Understand different distribution channels • Understand the current situation of the logistics industry and the future trend • Understand fairly the current situation and activities of market competitors • Understand marketing and sales concepts • Master marketing and sales network concepts of the local market and relevant restrictions, including the legal restrictions imposed locally and overseas • Good communication skills • Good interpersonal relationship <p>2. Apply marketing and sales approach to help develop business continuously</p> <ul style="list-style-type: none"> • Select and apply different marketing and sales approaches according to different situations, including general newspaper advertisement, postal leaflet, professional advertisement, business-to-business direct sales, etc. • Assess manpower need according to different marketing approaches • Define the rights and obligations of the marketing and sales people • Establish the marketing and sales work flow • Master the marketing budget • Discuss with relevant departments for more effective marketing and sales promotion • Review and rectify the effectiveness of marketing and sales • Establish measurement to evaluate the efficiency and effectiveness of each channel for future strategies planning
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> • Capable to apply marketing and sales approach in logistics-related marketing and sales promotion according to the overall marketing strategy
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