

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

Functional Area - Sales, Marketing and Customer Services

|            |   |
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| Title      | Lead the sales teams  |
| Code       | LOCUSM413B  |
| Range      | This unit of competency is applicable to logistics service providers. Practitioners should be capable of providing leadership to sales team and managing resources effectively.   |
| Level      | 4   |
| Credit     | 6 (For Reference Only)  |
| Competency | <p>Performance Requirements</p> <p>1. Know about sales management</p> <ul style="list-style-type: none"> <li>• Know about the principles of sales management</li> <li>• Understand business operations and operating environment in logistics related industries</li> <li>• Understand company policy and procedures</li> <li>• Understand relevant regulatory requirements</li> </ul> <p>2. Lead a sales team</p> <ul style="list-style-type: none"> <li>• Identify individual team members' specific needs and considerations</li> <li>• Identify and address operational contingencies specific to an individual, context, time or territory</li> <li>• Achieve consistent management practices</li> <li>• Action and follow up teams' needs and requests</li> <li>• Achieve credible communication through clarity of decisions and timely management responses</li> <li>• Identify and resolve breakdowns in communication and trust relationships</li> </ul> <p>3. Manage coverage of a sales team</p> <ul style="list-style-type: none"> <li>• Clearly communicate performance targets for service levels and sales for sales team representatives and ensure they are understood</li> <li>• Secure sales reports from sales team members in agreed detail, format and deadlines</li> <li>• Analyse and action sales team members' reports</li> </ul> <p>4. Manage sales team resources</p> <ul style="list-style-type: none"> <li>• Deploy budget and resources to the sales team</li> <li>• Motivate team members to achieve individual and collective sales and performance targets</li> <li>• Determine equipment and resource requirements for sales team operations</li> <li>• Establish procedures for sales team to request resources</li> <li>• Process sales team requests for additional resources if required</li> <li>• Manage sales team equipment according to budget and operational requirements</li> <li>• Monitor compliance of sales team resource expenditure with budget</li> </ul> <p>5. Conduct sales team meetings</p> <ul style="list-style-type: none"> <li>• Organise and resource sales team meetings as required</li> <li>• Facilitate sales team meeting to achieve agreed agenda and objectives</li> <li>• Minute, record and report meetings</li> <li>• Ensure field and sales team meeting outcomes are satisfied</li> </ul> |

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|                     | <p>6. Manage sales team</p> <ul style="list-style-type: none"><li>• Ensure sales, service and management activities reflect business sales and service policies and procedures</li><li>• Ensure personal behaviour of team members reflects the values and culture encouraged by the business</li><li>• Ensure personal performance of team members meet business expectations and achieve team objectives</li></ul>  |
| Assessment Criteria | <p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"><li>• Capable of setting and communicating performance standards, sales targets and individual performance requirements to team members;</li><li>• Capable of evaluating and amending leadership style to meet work team, contingency and performance contexts; and</li><li>• Capable of communicating sales/service targets and plans and provide feedback on operations and outcomes to relevant personnel</li></ul> |
| Remark              |   |