

## Specification of Competency Standards for the Logistics Industry

### Unit of Competency

1. Title	Develop sales strategies
2. Code	LOCUSM601A
3. Range	This unit of competency is applicable to sales manager of logistics service providers. Practitioners should be able to apply sales and marketing management knowledge to develop company sales strategies.
4. Level	6
5. Credit	6 (for reference only)
6. Competency	<p style="text-align: center;"><u>Performance Requirements:</u></p> <p>6.1 Know about sales management and strategic management</p> <ul style="list-style-type: none"> <li>• Know about the principles of sales management</li> <li>• Know about the principles of strategic management</li> <li>• Know about the business environment in logistics related industries</li> <li>• Understand company policy and procedures</li> </ul> <p>6.2.1 Identify and select sales strategies</p> <ul style="list-style-type: none"> <li>• Conduct business analysis to examine business environment</li> <li>• Review existing sales strategy for all products and services</li> <li>• Identify a list of possible strategies to enhance sales performance</li> <li>• Select appropriate sales strategies</li> </ul> <p>6.2.2 Devise a sales plan</p> <ul style="list-style-type: none"> <li>• Obtain relevant information to enhance the efficiency and effectiveness of decision making on sales planning</li> <li>• Use appropriate tools to complete sales planning for a specific market</li> <li>• Devise sales targets</li> <li>• Review and set sales targets through involvement of relevant personnel</li> </ul> <p>6.2.3 Implement sales strategies</p> <ul style="list-style-type: none"> <li>• Communicate strategic plan to all relevant personnel</li> <li>• Organise briefing session to inform all relevant personnel</li> <li>• Develop and use performance indicators to monitor the implementation progress</li> <li>• Make adjustments wherever necessary</li> </ul> <p>6.3 Critically evaluate the sales strategies</p> <ul style="list-style-type: none"> <li>• Use effective tools to evaluate achievement of objectives on a regular basis</li> <li>• Critically review effectiveness of the strategies</li> <li>• Provide effective recommendations for future improvement in strategic planning processes</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> <li>• Capable of accessing, analysing and integrating information regarding current company sales strategies</li> <li>• Capable of developing realistic sales strategy targets that relate to strategic and business planning targets</li> <li>• Capable of developing a successful sales strategy for a product or service in consultation with relevant personnel</li> <li>• Capable of establishing procedures and mechanisms to collect and report on sales strategy used during the development stage</li> <li>• Capable of presenting concise implementation procedures and review mechanisms used for a sales strategy</li> <li>• Capable of evaluating the sales strategies critically</li> </ul>
8. Remarks	