

Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Operations Management

Title	Train the sales teams
Code	LOCUOM418B
Range	This unit of competency is applicable to logistics service providers. Practitioners should be capable of performing training tasks to sales team members with reference to relevant training procedures, processes, and requirements.
Level	4
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge of sales management</p> <ul style="list-style-type: none"> • Know about the principles of sales management • Know about relevant techniques in provide training • Understand the operations of logistics related industries • Understand company policy and procedures <p>2. Coach sales team members</p> <ul style="list-style-type: none"> • Coach sales team members on the special characteristics of their territory • Coach sales team members on developing effective time management • Ensure sales team members can identify and describe key competitors in territory and businesses • Ensure sales team members can identify and communicate problems with product management department that may affect sales and service • Ensure sales team members apply effective OSH practices and procedures, environmental protection, and quality management practices and procedures <p>3. Promote sales team product sales and positioning techniques</p> <ul style="list-style-type: none"> • Provide support to sales team members in sales and service techniques • Coach sales team members in relevant sales techniques and promotional strategies • Ensure sales team members apply effective sales and service maximisation strategies • Establish information networks to promote access to historical data and forecasts by sales team members <p>4. Co-ordinate the implementation of training activities for the sales team</p> <ul style="list-style-type: none"> • Examine training modules and materials to ensure relevance to company sales and service requirements • Check training content and delivery method to ensure relevance to competency requirements • Undertake assessment to map competency and performance improvement • Ensure specified job-competency gaps are closed by staff training • Identify competencies required to address specific career and development needs for sales team members • Ensure training and information sessions are timely presented <p>5. Review team and individual level training activities</p> <ul style="list-style-type: none"> • Provide learning opportunities based on assessment of present competencies to close specific performance gaps • Ensure on-the-job sales and service training activities are performed

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	<ul style="list-style-type: none">• Review effectiveness of training plans and activities
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none">• Capable of identifying and confirming sales and related training needs;• Capable of prioritising training needs;• Capable of planning training sessions to meet specific performance gaps in individual and team competencies;• Capable of tailoring delivery of training sessions to meet individual and group learning styles, and• Capable of evaluating training performance to maximise targeted sales and related performance improvements.
Remark	