

Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Sales, Marketing and Customer Services

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

Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Sales, Marketing and Customer Services

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