

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

Functional Area - Sales, Marketing and Customer Services

Title	Manage the sales teams
Code	LOCUSM508B
Range	This unit of competency is applicable to logistics service providers. Practitioners are sales personnel or team leaders applying business policy to determine and review sales targets and sales performance.
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Possess the knowledge of sales management <ul style="list-style-type: none"> <li>• Know about the sales training and other motivation and team building, e-application to improve sales functions and efficiency such as NLP, Coaching, DiSC, etc.</li> <li>• Know about the sources of sales intelligence and new market</li> <li>• Understand company policy and procedures</li> <li>• Know about relevant legislation and regulatory requirements</li> <li>• Know about the principles of sales management</li> </ul> </li> <li>2. Review sales team performance and procedures <ul style="list-style-type: none"> <li>• Obtain reports from sales teams in relevant detail and format</li> <li>• Analyse reports</li> <li>• Review sales team working procedures</li> <li>• Analyse sales, costs and profits, sales team and customer group</li> <li>• Develop and review performance indicators, and assess individual's progress against performance indicators, career plans and development plans</li> <li>• Develop effective and efficient sale reporting system and CRM</li> </ul> </li> <li>3. Manage the sales team region/district coverage <ul style="list-style-type: none"> <li>• Analyse current business position in region/district and communicate to sales teams</li> <li>• Ensure region/district coverage plan delivers sales and service targets detailed for each region/district</li> <li>• Devise sales structures within and across regions/districts.</li> <li>• Determine staff and resource requirements for region/district coverage</li> <li>• Set service levels for regions/district</li> <li>• Allocate appropriate sales representatives to meet market needs</li> <li>• Conduct regular reviews of regions/district coverage plans (e.g., staff levels, targets and frequency of visits)</li> <li>• Communicate amendments and changes to relevant personnel</li> </ul> </li> <li>4. Organise sales staff in accordance with legislative obligations <ul style="list-style-type: none"> <li>• Identify legislative requirements (e.g., Prevention of Bribery Ordinance) affecting sales staff, and day-to-day management of sales teams</li> <li>• Ensure management of sales teams complies with legislative requirements</li> <li>• Stimulate performance by using reward and compensation schemes developed for sales teams</li> <li>• Enhance professional ethic among the sales team</li> </ul> </li> <li>5. Monitor product or service price and cost structures</li> </ol>

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	<ul style="list-style-type: none"> <li>• Collect information on pricing of competitive products/services</li> <li>• Report pricing activity to relevant personnel</li> <li>• Communicate adjustments or changes required to current pricing policy or performance objectives to relevant personnel</li> <li>• Develop quick response mechanism to the markets internally and externally</li> </ul> <p>6. Review objectives and strategies</p> <ul style="list-style-type: none"> <li>• Set and review budgets and quotas for sales teams and individual sale representatives</li> <li>• Support and organise meetings for sales teams</li> <li>• Take action to follow up the outcomes from sales team meetings, and review the results regularly</li> <li>• Report to sales teams on results</li> <li>• Review sales and pricing strategies to meet sales and service objectives</li> <li>• Develop appropriate rewarding system</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 reviewing the performance and working procedures of sale teams;</li> <li>• Capable of managing the sales team resources and requirements;</li> <li>• Capable of demonstrating ability to work with team leaders to achieve sales objectives;</li> <li>• Capable of managing sales teams to achieve market, product or service, and region/district targets;</li> <li>• Capable of reviewing and reporting on sales team activity and providing feedback; and</li> <li>• Capable of reviewing sales objectives and sales strategies</li> </ul>
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