

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

Functional Area - Sales, Marketing and Customer Services

Title	Manage sales and services delivery
Code	LOCUSM509B
Range	This unit of competency is applicable to logistics service providers. Practitioners should be capable of maintaining excellence in sales and service delivery. And in accordance with company policies and procedures, to find and negotiate inventory and other required resources to ensure adequate supply. Practitioners should also be able to take the initiative to seek continuous improvement of the business by seeking, evaluating and reporting customer and related person feedback on sales and services provided
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Possess the knowledge of sales management and customer service management</p> <ul style="list-style-type: none"> <li>• Know about the principles of sales management</li> <li>• Know about the principles of customer service management</li> <li>• Understand the operating and marketing environment of logistics related industries</li> <li>• Understand company policy and procedures</li> <li>• Understand relevant regulatory requirements</li> <li>• Understand the ethical codes about sales and service delivery according to the relevant regulatory requirement</li> <li>• Understand the e-application on CRM and development</li> <li>• Understand the importance of sales training, team building and other sales development tools</li> </ul> <p>2. Monitor and improve sales and service delivery</p> <ul style="list-style-type: none"> <li>• Implement, communicate and review policies and procedures for sales and service delivery on a regular basis</li> <li>• Make use of the key performance indicators to measure the performance and stability of service delivery</li> <li>• Maintain adequate resource allocation for customer service provision in line with company policy and procedures</li> <li>• Ensure sales and service targets and plans are in line with quality and functional specifications with regular review and adjustment</li> <li>• Communicate sales and service targets and plans to relevant personnel</li> <li>• Monitor sales and service targets and plans to meet customer requirements, and take appropriate remedial action</li> <li>• Encourage staff to take responsibility for meeting customer requirements</li> <li>• Provide feedback to relevant personnel on operations and outcomes</li> <li>• Resolve customer complaints that have been referred by subordinates</li> <li>• Seek and use feedback from customers to improve future operations</li> <li>• Take corrective measures to minimise factors that may cause disruption to operations</li> <li>• Monitor and evaluate effectiveness of corrective actions for future operational planning</li> <li>• Ensure current and accurate records on sales are available to authorised personnel</li> <li>• Interpret and act</li> </ul> <p>3. Negotiate supply of goods</p> <ul style="list-style-type: none"> <li>• Conduct negotiations with suppliers to meet customer requirements</li> </ul>

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	<ul style="list-style-type: none"> <li>• Authorise and communicate special pricing arrangements and customer payment agreements to relevant personnel</li> <li>• Monitor suppliers and stock records for legibility and accuracy</li> <li>• Identify and communicate to relevant personnel on market factors affecting supply of goods</li> <li>• Convey accurate and complete records of negotiations to relevant personnel</li> <li>• Develop mechanism to detect and report service failure of suppliers</li> <li>• Take immediate corrective action to deal with potential or actual supply problems</li> <li>• Identify and find new suppliers to enhance sales and service delivery where required</li> <li>• Regular review of suppliers on their compliance of service requirement and charges level</li> </ul> <p>4. Meet customers' needs</p> <ul style="list-style-type: none"> <li>• Research and analyse customers' needs</li> <li>• Plan and develop business strategies to enhance provision of customer service to meet customers' needs</li> <li>• Set up key performance indicators and measurement tools</li> </ul> <p>5. Pursue continuous improvement</p> <ul style="list-style-type: none"> <li>• Proactively pursuing the continuous improvement of operations by seeking, evaluating and reporting feedback from customers and relevant personnel on sales and service delivery</li> <li>• Review business operations on a regular basis and provide recommendations for continuous improvement</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 maintaining, monitoring and evaluating sales and service delivery on a regular basis;</li> <li>• Capable of communicating sales plans and service targets;</li> <li>• Capable of providing feedback on operations and outcomes to relevant personnel;</li> <li>• Capable of enhancing sales and service delivery operations proactively;</li> <li>• Capable of negotiating and arranging supply of goods;</li> <li>• Capable of maintaining, monitoring and evaluating supply of stock consistently; and</li> <li>• Capable of pursuing continuous improvement</li> </ul>
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