

Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Sales, Marketing and Customer Services

Title	Monitor sales performance
Code	LOCUSM510B
Range	This unit of competency is applicable to logistics service providers. Practitioners should be capable of managing sales transactions and providing feedback on sales performance concerning the sales targets and sales planning.
Level	5
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Possess the knowledge of sales management</p> <ul style="list-style-type: none"> • Know about the principles of sales management • Understand the operating environment of logistics related industries • Understand company policy and procedures • Understand relevant regulatory requirements <p>2. Implement sales policies and procedures</p> <ul style="list-style-type: none"> • Implement sales policies • Allocate appropriate resources • Develop sales plan based on company sales strategies • Monitor sales transactions • Analyse sales data and information • Match products and services with customers' needs • Develop key performance indicators to measure the achievement • Provide appropriate training on enhance sales soft and hard skills <p>3. Monitor achievement of sales targets</p> <ul style="list-style-type: none"> • Identify sales target, budget as per company's target • Confirm sales target • Monitor sales activities and record sales performance • Provide feedback to team members on sales performance • Review sales plan and budget • Establish descriptive sales performance review • Make necessary adjustments to achieve sales targets
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of implementing company procedures to monitor sales transactions; • Capable of providing feedback to team members on sales performance and provide appropriate training in order to improve soft and hard skills of the team; and • Capable of evaluating the sales performance for making adjustments
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