

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

Functional Area - Sales, Marketing and Customer Services

Title	Formulate sales strategy
Code	LOCUSM601B
Range	This unit of competency is applicable to sales manager of logistics service providers. Practitioners should be able to apply sales and marketing management knowledge to formulate company sales strategies.
Level	6
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Know about sales management and strategic management <ul style="list-style-type: none"> <li>• Know about the principles of sales management</li> <li>• Know about the principles of strategic management</li> <li>• Know about the business environment in logistics related industries</li> <li>• Understand company policy and procedures</li> <li>• Understand the economic situation and the shift of market trends not limits to product but also the technological changes and demands of service like e-Commerce development impact....</li> </ul> </li> <li>2. Identify and select sales strategies <ul style="list-style-type: none"> <li>• Conduct business analysis to examine business environment and the trend of markets changes</li> <li>• Review existing sales strategy for all products and services</li> <li>• Identify a list of possible strategies to enhance sales performance</li> <li>• Include the market forces of the company to support the decision of strategies</li> <li>• Develop multiple or optional plans to have the most suitable strategies for the current market situation and company's position</li> </ul> </li> <li>3. Devise a sales plan <ul style="list-style-type: none"> <li>• Obtain relevant information to enhance the efficiency and effectiveness of decision making on sales planning</li> <li>• Use appropriate tools to complete sales planning for a specific market</li> <li>• Devise sales targets and interim targets and KPIs to measure the progress</li> <li>• Provide optional and/or multiple strategies for consideration</li> <li>• Consolidate the advantages and disadvantages of strategies against current resources availability of the company</li> <li>• Review and set sales targets through involvement of relevant personnel</li> </ul> </li> <li>4. Implement sales strategies <ul style="list-style-type: none"> <li>• Complete one and/or multiple strategies for implementation with schedule plan</li> <li>• Communicate strategic plan to all relevant personnel</li> <li>• Organise briefing session to inform all relevant personnel about the details of the sales strategies</li> <li>• Develop key performance indicators and reports to monitor the implementation progress</li> <li>• Make adjustments wherever necessary</li> </ul> </li> <li>5. Critically evaluate the sales strategies <ul style="list-style-type: none"> <li>• Consolidate feedback from the relevant personnel about the strategies and its progress</li> </ul> </li> </ol>

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	<ul style="list-style-type: none"> <li>• Use effective tools to evaluate achievement of objectives on a regular basis and seek for the company's support in case of need</li> <li>• Critically review effectiveness of the strategies</li> <li>• Provide effective recommendations for future improvement in strategic planning processes</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 analysing and integrating information regarding current company sales strategies;</li> <li>• Capable of formulating realistic sales strategy targets that relate to strategic and business planning target;</li> <li>• Capable of formulating one and/or multiple successful sales strategy for a product or service in consultation with relevant personnel;</li> <li>• Capable of establishing procedures and mechanisms to collect and report on sales strategy used during the different stages;</li> <li>• Capable of presenting concise implementation procedures and review mechanisms used for a sales strategy; and</li> <li>• Capable of devising key performance indicators and reports to evaluate the progress sales strategies critically</li> </ul>
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