

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

Functional Area - Sales, Marketing and Customer Services

Title	Management of special cargo sales team
Code	LOSASM401B
Range	This unit of competency is applicable to logistics service providers. Practitioners should be capable of managing a delegated sales team for sales promotion of special cargo and manage the company resources effectively.
Level	4
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Possess the basic knowledge of sales management and special cargo <ul style="list-style-type: none"> <li>• Possess the knowledge of logistics sales management</li> <li>• Understand the special freight business and operating environment in logistics-related industries</li> <li>• Understand the company's current policies, procedures and key performance indicators in the promotion, sales and handling of special goods</li> <li>• Understand the relevant management requirements of third-party logistics service providers</li> </ul> </li> <li>2. Manage sales team to promote the sales and management of special cargo <ul style="list-style-type: none"> <li>• Identify the needs, considerations and problems faced by team members, and discuss possible solutions</li> <li>• Determine and solve business needs and emergent situation according to the specific requirements of team members</li> <li>• Plan actions and measure the needs and requirements of the team after the action</li> <li>• Explore and take appropriate actions on the finding from communication and trust relationships</li> <li>• Establish and achieve the agreed goals within the time frame</li> </ul> </li> <li>3. Manage the resources and compile report of the sales team <ul style="list-style-type: none"> <li>• Determine market intelligence, marketing and sales plans</li> <li>• Allocate budget and resources to the sales team to meet requirements</li> <li>• Manage the team to reach an agreed budget within a time frame</li> <li>• Design and provide appropriate equipment and resources for the operation of the sales team</li> <li>• Apply key performance indicators to develop sales procedures</li> <li>• Foster and report the results of sales activities</li> </ul> </li> <li>4. Establish sales meeting <ul style="list-style-type: none"> <li>• Establish regular sales meeting</li> <li>• Establish sales meeting according to the meeting agenda and target</li> <li>• Record and compile report of the discussion result of the meeting</li> </ul> </li> <li>5. Manage sales team <ul style="list-style-type: none"> <li>• Ensure compliance with sales, service and management activities reflect business sales and service policies and procedures</li> <li>• Ensure the personal behaviour of the sales team should conform to the company's values and culture</li> </ul> </li> </ol>

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	<ul style="list-style-type: none"><li>• Ensure the personal performance of the sales team should meet business expectations and meet departmental and/or company goals</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 communicating the sales performance standards, sales targets and individual performance requirements with the special cargo sales team and individual members;</li><li>• Capable of evaluating and having the ability to lead team work to achieve sales goals; and</li><li>• Capable of communicating the sales/service goals and plans and provide feedback mechanisms to internal and external parties involved in operations to minimise potential risks and accidents</li></ul>
Remark	