

Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Sales, Marketing and Customer Services

Title	Execute airfreight quotation strategy
Code	LOSASM402B
Range	This unit of competency is applicable to logistics service providers. Practitioners should be capable of providing airfreight charges and quotation to the customers and executing airfreight quotation strategies effectively
Level	4
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Possess the relevant knowledge of airfreight quotation</p> <ul style="list-style-type: none"> • Understand the process of signing an airfreight contract • Understand the requirement of customer for airfreight services • Understand the advantages of airfreight services and value-added services provided by the company • Understand the regulations on airfreight charges • Understand the formulation process and calculation method of airfreight quotation • Understand the factors affecting airfreight quotations • Know how to analyse period or season, routing, airlines usage, cargo type, cargo weight and volume ratio, quantity, contract between agent and airline <p>2. Execute airfreight quotation strategy</p> <ul style="list-style-type: none"> • Implement different quotation strategies according to the characteristics of each route, region, cargo type, etc. • Apply different strategies to test the sensitivity to targets such as revenue or market share • Ensure that the marketing department effectively executes the quotation strategy and assists in providing relevant training • Compile regular reports and company targets • Obtain feedback and review the effectiveness to revise the strategy
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of effectively implementing the airfreight charges quotation strategy and lead the sales team to implement relevant to achieve company targets; and • Capable of effectively managing the effectiveness of the strategy according to the company's targets and make appropriate revisions
Remark	