

**Specification of Competency Standards**  
**for the Manufacturing Technology Industry**  
**Unit of Competency**

Functional Area - Sales, Marketing and Customers Management

|                     |   |
|---------------------|---|
| Title               | Formulate product sales strategies  |
| Code                | 106567L5  |
| Range               | This unit of competency is applicable to the markets and sales departments of the Manufacturing Technologies Industries. Practitioners should be capable to master the market orientation and trend, formulate appropriate product promotional plan and branding management method  |
| Level               | 5   |
| Credit              | 3 (For Reference Only)  |
| Competency          | <p>Performance Requirements</p> <p>1. Understand relevant knowledge of formulating product sales strategies</p> <ul style="list-style-type: none"> <li>• Understand the corporate development strategies</li> <li>• Understand the characteristics of market research reports, market survey reports and target market</li> <li>• Understand the global economic environment and foreign exchange risk assessment methods</li> <li>• Understand the corporate sales conditions in previous years, including sales growth rate, distribution of various products, market maturity, shops and customers distribution, and maturity of shops and customers</li> <li>• Understand the sales budget as application of management tools, including the measurement on operational command, control of corporation resource allocation, and the expected operational mode of the corporation</li> <li>• Understand the characteristics and applications of all sales patterns and ways</li> </ul> <p>2. Formulate product sales strategies</p> <ul style="list-style-type: none"> <li>• Analyse corporate development strategies, sales conditions in previous years and market environment</li> <li>• According to market and social trends, explore all kinds of new sales and marketing methods</li> <li>• Negotiate with the sales and marketing department, coordinate with the corporate development strategies and market environment, formulate achievable sales target</li> <li>• Formulate an appropriate internal communication plans to ensure that all relevant staff are aware of the company's sales strategies and targets</li> <li>• According to the level of marketing staff, formulate appropriate training plans with the human resources department</li> <li>• Make relevant recommendations to management on corporate sales</li> </ul> <p>3. Professional handling of formulating product sales strategies</p> <ul style="list-style-type: none"> <li>• Consider when sales activity or advertising, there are no contents related to the discrimination and avoid violating the relevant discrimination ordinance, such as Sex Discrimination Ordinance, Disability Discrimination Ordinance and Race Discrimination Ordinance</li> <li>• Ensure that customers can access accurate and adequate information during sales period</li> </ul> |
| Assessment Criteria | <p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> <li>• Capable to negotiate with product development and relevant departments, coordinate with the corporate development strategies and market environment, formulating product sales strategies and regularly review their effectiveness</li> </ul>   |

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|--------|---|
|        | <ul style="list-style-type: none"><li>• Capable to explore all kinds of new sales and marketing methods in accordance with market and social trends</li></ul> |
| Remark |   |