

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Implement a sales plan
Code	105047L3
Range	This unit of competency (UoC) is applicable to sales staff in the retail industry. It covers the abilities to implement a sales plan in daily work in order to achieve the sales target.
Level	3
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of sales plan <ul style="list-style-type: none"> • Understand the target of the organization's sales plan • Possess the knowledge of daily operation management of a retail store, e.g.: <ul style="list-style-type: none"> • Human and resource management • Inventory management • Product promotion (e.g. product display, shelf arrangement, places to put posters and price tags, etc.) • Sales target and performance indicators <ul style="list-style-type: none"> • Product information • Risk management • Clean environment for the store • Understand different sales techniques • Understand the basic elements affecting sales performance, e.g.: <ul style="list-style-type: none"> • Market demand/trend • Customer's consumption behaviour • Competitor's marketing activities • Product quality • Customer service (including after-sales service, etc.) • Effect of social events 2. Implement a sales plan <ul style="list-style-type: none"> • Let all staff clearly understand the marketing plan of the organization through effective communication channels and encourage them to participate • Implement a sales plan in order to achieve the sales target of the organization <ul style="list-style-type: none"> • Control the inventory level to ensure adequate supply without overstocking • Provide price reduction and discount programmes • Sales promotion plan, e.g. product display, shelf location, special offers, etc. • Customer retention plan, e.g. friend discount and loyalty programme • Temporary staff recruitment and training programme to support the sales plan (e.g. big festive sale) • Review and monitor the sales performance, report to the higher level the effectiveness of the sales plan, and make adjustment or suggestions for improvement accordingly 3. Exhibit professionalism <ul style="list-style-type: none"> • Build the team spirit with the target to boost the sales when implementing a sales plan
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Implement a sales plan to achieve the sales target of the organization; and • Review and report to the higher level the effectiveness of the implementation of the sales plan, and make suggestions for improvement.
Remark	