

Specification of Competency Standards of the Retail Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Provide basic sales training
Code	105048L3
Range	This unit of competency (UoC) is applicable to staff responsible for staff training and related duties in the retail industry. It covers the abilities to evaluate, organize and work independently; provide basic sales training to the sales team according to the established human resources policies and staff training plan of the organization in order to achieve its sales target.
Level	3
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge of basic sales training <ul style="list-style-type: none"> • Understand the staff training plan of the organization • Know the purpose and the importance of staff training • Understand what knowledge and sales techniques that sales staff should possess, including: <ul style="list-style-type: none"> • Characteristics, advantages and disadvantages, after-sales service, etc. of the organization's products and services • Sales system and operational procedures of the organization • Customer's requirements, preference and psychology • Job ethics • Transaction facilitation skills • Understand different modes of training (including sales training) and their purposes • Understand the competition faced by the organization's products and the sales practices of competitors • Understand the legislation and regulations imposed by the government and related regulatory bodies on sales and business, e.g. Trade Descriptions Ordinance 2. Provide basic sales training <ul style="list-style-type: none"> • Design sales training content that is suitable and timely to meet the training purpose and needs, e.g. an appropriate scope and depth of training, the target group (full-time/part-time staff), etc. • Prepare training materials required according to the established training content • Design the best training combination, e.g. classroom teaching, workshop, simulation training, role play, etc. • Work out the training schedule by considering factors such as the duties and working hours of the staff • Use various IT equipment and techniques to replace or strengthen the traditional assessment methods, e.g. written or oral test, and set the assessment standard • Record the trainees' progress and performance in training • Review the applicability of the basic sales training content regularly and make adjustment accordingly 3. Exhibit professionalism <ul style="list-style-type: none"> • The basic sales training content provided can cope with the development of the retail industry
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Provide basic sales training that suits the actual needs of the sales team so as to train up competent sales staff and achieve the established sales target of the organization; and • Review the applicability and timeliness of the basic sales training regularly and make optimization suggestions.
Remark	