

Specification of Competency Standards of the Retail Industry

**Unit of Competency**

**Functional Area: Sales and Marketing**

Title	Lead a sales team
Code	105051L4
Range	This unit of competency (UoC) is applicable to staff responsible for sales team management in the retail industry. It covers the abilities to analyze, judge, and execute supervisory and management tasks; apply personnel management skills to lead a sales team in order to achieve the established business goals of the organization and boost the sales.
Level	4
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Knowledge of sales team management <ul style="list-style-type: none"> <li>• Understand the organization’s strategies and policies for business operation</li> <li>• Master the sales target and product types of the organization</li> <li>• Possess personnel management knowledge, including: <ul style="list-style-type: none"> <li>• Communication skills</li> <li>• Staff training</li> <li>• Work performance appraisal</li> <li>• Incentive plan</li> <li>• Staff establishment</li> <li>• Staff performance indicators</li> </ul> </li> <li>• Possess knowledge related to sales indicators, e.g.: <ul style="list-style-type: none"> <li>• Personal/team/district sales target</li> <li>• Market share</li> <li>• Customer retention</li> <li>• Service quality</li> </ul> </li> <li>• Understand factors affecting sales performance, e.g. human and financial factors, time/season, materials and equipment</li> <li>• Understand the importance of building team spirit</li> </ul> </li> <li>2. Lead a sales team <ul style="list-style-type: none"> <li>• Formulate a sales plan according to the organization’s strategies for business operation in order to achieve the sales target</li> <li>• Formulate working guidelines and procedures for the sales team, e.g.: <ul style="list-style-type: none"> <li>• Sales techniques for different products</li> <li>• Personal behaviour and customer service techniques</li> <li>• Team support</li> </ul> </li> <li>• Communicate with the sales team members (individually or the whole team) to ensure that they clearly know the sales target and to build a good team spirit</li> <li>• Apply personnel management skills to promote to and encourage the sales team to achieve personal and the team’s sales target <ul style="list-style-type: none"> <li>• Identify the scope of work of each sales team member</li> <li>• Distribute resources of the sales team fairly and formulate procedures for claiming resources</li> <li>• Provide coaching and advice</li> <li>• Conduct meetings regularly to review and identify areas for improvement</li> </ul> </li> <li>• Monitor the sales team to ensure its sales practice complies with corporate and legal requirements</li> <li>• Appraise the performance of the sales team members respectively and retain competent members to help achieve the established sale target</li> </ul> </li> <li>3. Exhibit professionalism <ul style="list-style-type: none"> <li>• Ensure that the sales practice complies with legal requirements</li> </ul> </li> </ol>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> <li>• Set a feasible team sales target according to the organization’s business strategies and goals, and make the target clear to the sales team members through effective communications; and</li> <li>• Apply team management and motivation skills to lead the sales team to achieve the sales target.</li> </ul>
Remark	