

# Specification of Competency Standards of the Retail Industry

## Unit of Competency

### Functional Area: Sales and Marketing

Title	Monitor sales performance of goods
Code	105054L4
Range	This unit of competency (UoC) is applicable to staff responsible for sales management in the retail industry. It requires meticulous analysis and judgment. It covers the abilities to monitor and review the sales performance of goods of the organization and give improvement suggestions to enhance the sales volume of goods.
Level	4
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Knowledge of sales performance of goods <ul style="list-style-type: none"> <li>• Understand the business policy of the organization</li> <li>• Understand the principles of sales management</li> <li>• Master the existing sales condition of goods, e.g.: <ul style="list-style-type: none"> <li>• Sales performance and its reasons <ul style="list-style-type: none"> <li>• Sales velocity</li> <li>• Average sales amount (on weekdays/holidays)</li> <li>• Product types, prices, display location, etc.</li> </ul> </li> <li>• Sales channels, e.g. stores, booths or other points of sale</li> <li>• Key customer group's age, sex, consumption pattern, etc.</li> </ul> </li> <li>• Understand existing retail market and business condition</li> <li>• Master the function and operation method of the sales system adopted by the organization, e.g. type of goods, goods record, analysis, etc.</li> <li>• Understand general business ordinances and regulations</li> </ul> </li> <li>2. Monitor product sales performance <ul style="list-style-type: none"> <li>• Keep on monitoring, evaluating and recording the existing goods' sales performance of the organization <ul style="list-style-type: none"> <li>• Monitor sales activities and record the results</li> <li>• Inform team members of the performance results</li> <li>• Analyze sales data and information</li> <li>• Match products and services in accordance with customers' needs</li> </ul> </li> <li>• Cooperate with suppliers and other business partners to obtain sales data of goods</li> <li>• Analyze factors affecting sales of goods <ul style="list-style-type: none"> <li>• Preferences of customers</li> <li>• Display of goods/atmosphere, salespersons' service attitude</li> <li>• Seasonal changes, festivals or celebration activities, etc.</li> <li>• Purchasing process of goods</li> <li>• Contract arrangement of goods supply, approval procedures, etc.</li> </ul> </li> <li>• Refer to and analyze information sources and data of sales performance of goods, e.g.: <ul style="list-style-type: none"> <li>• Government statistical data</li> <li>• Competitors' sales condition</li> <li>• Annual reports of related organizations and bodies</li> <li>• Relevant retail news</li> <li>• Publications/reports of retail associations and other chambers of commerce, etc.</li> </ul> </li> <li>• Compile a report with the sales record of goods, researches and evaluations and submit it to supervisor and other related departments for reference</li> <li>• Give improvement suggestions to the higher level in accordance with the content of the sales report of goods</li> </ul> </li> <li>3. Exhibit professionalism <ul style="list-style-type: none"> <li>• Master the sales performance of goods of the organization and give suggestions to the higher level on the priority of goods to be purchased or sales promotion of unsalable goods</li> <li>• No false statements when monitoring the sales performance of goods</li> </ul> </li> </ol>

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Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none"><li>• Monitor and review the sales performance of goods of the organization and give improvement suggestions in order to enhance the sales volume of goods; and</li><li>• Write up the accurate sales performance reports of goods.</li></ul>
Remark	