

# Specification of Competency Standards of the Retail Industry

## Unit of Competency

### Functional Area: Sales and Marketing

Title	Formulate sales team management strategies
Code	105068L6
Range	This unit of competency (UoC) is applicable to staff responsible for sales strategy formulation in the retail industry. It covers the abilities to execute complex planning, design and management of service, operation or work process; analyze and evaluate sales team's performance, market and competitors' conditions, etc. in order to formulate sales team management strategies to support the organization's retail business development.
Level	6
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Human resources management knowledge <ul style="list-style-type: none"> <li>• Understand the structure and functions of the sales teams of the organization, e.g.: <ul style="list-style-type: none"> <li>• Sales districts</li> <li>• Sales teams</li> </ul> </li> <li>• Understand the human resources policies of the organization in recruitment, selection, training, etc.</li> <li>• Understand the established sales staff salary management policies of the organization, including: <ul style="list-style-type: none"> <li>• Salary and commission system</li> <li>• Performance appraisal system</li> <li>• Labour related legislation</li> </ul> </li> <li>• Master various types of performance appraisal methods and their advantages, including: formal and informal, SWOT (Strength, Weaknesses, Opportunities &amp; Threats), etc.</li> <li>• Understand different sales staff training methods</li> <li>• Master the staff relations management strategies of the organization, e.g.: <ul style="list-style-type: none"> <li>• Mechanism for resolving internal conflicts</li> <li>• Complaint and disciplinary procedures</li> </ul> </li> <li>• Understand various ways of motivating and building team spirit and their techniques</li> </ul> </li> <li>2. Formulate sales team management strategies <ul style="list-style-type: none"> <li>• Analyze the conditions and trend of the supply and demand of sales staff in the retail industry, including: <ul style="list-style-type: none"> <li>• Number of employees</li> <li>• Market demand</li> <li>• Employee turnover rate</li> <li>• Education level</li> <li>• Costs for retaining competent staff</li> </ul> </li> <li>• Formulate sales team models and strategies of the organization, e.g. districts, teams, etc.</li> <li>• Formulate appropriate sales staff management strategies according to the corporate business management and human resources policies <ul style="list-style-type: none"> <li>• Strategy for recruiting qualified sales staff</li> <li>• Ways and strategy for retaining competent staff</li> <li>• Internal training mechanism and strategy</li> <li>• Promotion, reward and punishment system, e.g. powers and functions, promotion ladder, remuneration and benefits, rewards, etc.</li> <li>• Job allocation system</li> <li>• Performance appraisal system</li> <li>• Building team spirit</li> </ul> </li> <li>• Analyze and review the performance of sales teams regularly; make improvement suggestions to ensure the established sales target be achieved</li> </ul> </li> <li>3. Exhibit professionalism <ul style="list-style-type: none"> <li>• The sales team management strategies formulated support the development of the organization's retail business and cope with the development trend of the industry</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>• Analyze and evaluate the organization's demand for sales staff according to its operation objectives and business development; and</li><li>• Formulate appropriate sales staff management strategies for recruitment, training, management and performance appraisal, etc. according to the organization's operation and human resources management policies.</li></ul>
Remark	