

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Sales, Marketing and Multi-channel Sales Management

Title	Implement a sales plan
Code	111244L3
Range	This unit of competency (UoC) is applicable to sales staff in the retail industry. Practitioners have the ability 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> <p>1. Understand the knowledge of sales plan</p> <ul style="list-style-type: none"> • Understand the target of the organisation's sales plan • Possess the knowledge of daily operation management of a retail store, e.g.: <ul style="list-style-type: none"> ○ Managing human and required resources ○ Inventory management and procedures for relevant sales channels ○ Product promotion (e.g. product display, shelf arrangement, places to put posters and price tags) ○ 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 <p>2. Implement a sales plan</p> <ul style="list-style-type: none"> • Let all staff clearly understand the marketing plan of the organisation through effective communication channels and encourage them to participate • Implement a sales plan in order to achieve the sales target of the organisation <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) ○ 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 <p>3. Exhibit professionalism</p> <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 organisation; and • Review and report to the higher level the effectiveness of the implementation of the sales plan, and make suggestions for improvement.

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Remark	This UoC is adopted from 105047L3.
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