

Specification of Competency Standards
for the Retail Industry
Unit of Competency

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

Title	Implement sales team incentive plans
Code	111257L4
Range	This unit of competency (UoC) is applicable to staff of the management level in the retail industry. Practitioners have the ability to implement the established sales team incentive plans in line with the development of the overall retail business of the organisation so as to motivate and enhance sales performance.
Level	4
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the knowledge of sales team incentive plans</p> <ul style="list-style-type: none"> • Understand the current situation and development trend of the overall retail market • Understand the organisation's sales strategy, marketing objectives and sales team incentive plan • Gauge the performance, competitiveness and development potential of the organisation's products • Gauge the performance of the organisation's sales teams, as well as the quality and strengths of individual sales staff <p>2. Implement sales team incentive plans</p> <ul style="list-style-type: none"> • Ensure that sales staff are well aware of the details of the organisation's incentive plans • Establish a positive competitive atmosphere, boost morale, and encourage sales staff to pursue sales performance more aggressively (e.g. including internal competitions quarterly) • Send reminders or messages about team and individual sales performance to sales staff through effective communication channels (e.g. applications) • Pay attention to the performance strengths and weaknesses of sales staff, and give feedback or guidance <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Streamline workflows to help sales team close deals • Review and evaluate the performance of relevant incentive plans regularly, and be able to propose adjustments to the incentive plan according to needs
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Establish a positive competitive atmosphere and boost the morale of sales staff; and • Implement the organisation's sales team incentive plans and improve sales performance to match the overall retail business development.
Remark	