

Specification of Competency Standards
for the Retail Industry
Unit of Competency

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

Title	Formulate sales team management strategies
Code	111268L6
Range	This unit of competency (UoC) is applicable to staff responsible for sales strategy formulation in the retail industry. Practitioners have the ability to analyse and evaluate sales team's performance, market and competitors' conditions, etc. in order to formulate sales team management strategies, manpower planning, operation modes and incentive plans to support the organisation's retail business development.
Level	6
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Evaluate the human resources management knowledge</p> <ul style="list-style-type: none"> • Evaluate the structure and functions of the sales teams of the organisation, e.g.: <ul style="list-style-type: none"> ○ Sales districts ○ Sales teams • Understand the human resources policies of the organisation in recruitment, selection, training, etc. • Understand the established sales staff salary management policies of the organisation, including: <ul style="list-style-type: none"> ○ Salary and commission system ○ Performance appraisal system ○ Labour related legislation • Master various types of performance appraisal methods and their advantages, including: formal and informal, Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis, etc. • Understand different sales staff training methods • Master the staff relations management strategies of the organisation, e.g.: <ul style="list-style-type: none"> ○ Mechanism for resolving internal conflicts ○ Complaint and disciplinary procedures • Understand various ways of motivating and building team spirit and their techniques <p>2. Formulate sales team management strategies</p> <ul style="list-style-type: none"> • Analyse the conditions and trend of the supply and demand of sales staff in the retail industry, including: <ul style="list-style-type: none"> ○ Number of employees ○ Market demand ○ Employee turnover rate ○ Education level ○ Costs for retaining competent staff • Formulate sales team models and strategies of the organisation, e.g. districts, teams, etc. • Formulate appropriate sales staff management strategies according to the corporate business management and human resources policies <ul style="list-style-type: none"> ○ Strategy for recruiting qualified sales staff ○ Ways and strategy for retaining competent staff ○ Internal training mechanism and strategy ○ Promotion, reward and punishment system, e.g. powers and functions, promotion ladder, remuneration and benefits, rewards, etc. ○ Job allocation system

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	<ul style="list-style-type: none"> ○ Performance appraisal system ○ Building team spirit • Analyse and review the performance of sales teams regularly; make improvement suggestions to ensure the established sales target be achieved <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • The sales team management strategies formulated support the development of the organisation's retail business and cope with the development trend of the industry
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Analyse and evaluate the organisation's demand for sales staff according to its operation objectives and business development; and • Formulate appropriate sales staff management strategies for recruitment, training, management and performance appraisal, etc. according to the organisation's operation and human resources management policies.
Remark	This UoC is adopted from 105068L6.