

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Travel consultation and sales

Title	Compare different sales strategies in practice
Code	110625L4
Range	This unit of competency involves analytical and evaluation skills. Practitioners should be able to familiarise themselves with the market and the various marketing plans of the company, and can apply data analysis to formulate effective sales strategies for the company.
Level	4
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master the different sales strategies currently adopted by the company <ul style="list-style-type: none"> • Understand the market positioning and market share of the company • Understand the resource budget for marketing the company, such as advertising budget, labour, and other promotional expenses 2. Compare and analyse the effectiveness of the current sales strategies of the company, and make suggestions for improvement <ul style="list-style-type: none"> • Analyse the sales strategies of the company's tourism products, as well as the effectiveness of the strategies <ul style="list-style-type: none"> ○ Analyse the marketing mix of tourism products, including the product types, prices, promotions, and sales channels ○ Master effective promotional methods and sales channels for various tourism products ○ Analyse the cost of each sales strategy and the turnover of tourism products for understanding the effectiveness of different strategies • Compare the sales strategies of other competitors in the market, including media advertising, privilege policies, membership systems, and other means of publicity, etc. • Compare the effectiveness of promoting and selling tourism products by different business partners, and reach out to customers at different levels through multiple channels • Hold regular internal meetings to discuss the benefits of the current sales strategies with the person(s) in charge of tourism products, and make suggestions for improvement 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • Apply systematic data analysis to formulate effective sales strategies for the company. • Use company resources in a cost-effective manner
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Systematically collect sales data of the company's tourism products; and • Compare and analyse the effectiveness of the current sales strategies of the company, and make suggestions for improvement
Remark	