

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Travel consultation and sales

Title	Analyse sales data and sales strategies
Code	110641L4
Range	This unit of competency involves analytical and evaluation skills. Practitioners should be able to compare the operating data and sales strategies of the company, and propose suggestions for optimising the overall sales plan.
Level	4
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Collect information on the operating data and sales strategies of the company <ul style="list-style-type: none"> • Understand the current sales strategies of the company <ul style="list-style-type: none"> ○ Collect information on sales strategies from the marketing department according to a specific period in the past ○ Calculate the resource deployment data for each sales strategy • Understand the sales situation of the company's tourism products <ul style="list-style-type: none"> ○ Collect sales data from the sales department and finance department on a daily, weekly and monthly basis 2. Compare the operating data and sales strategies of the company, and propose suggestions for optimising the overall sales plan <ul style="list-style-type: none"> • Analyse sales data according to tourism products, quantity, turnover and sales channels • Compare the effectiveness of various sales strategies, including media advertising, privilege policies, membership systems, and other promotion methods, etc. • Evaluate the reasons why online views are not proportional to sales • Apply analysis results to propose suggestions for optimising the overall sales plan of the company 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • Continuously review the effectiveness of sales strategies to increase the market share
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Collect information on the operating data and sales strategies of the company; and • Compare the operating data and sales strategies of the company, and propose suggestions for optimising the overall sales plan
Remark	