

Specification of Competency Standards of the Watch & Clock Industry

Unit of Competency

Functional Area: Sales and Marketing

Title	Formulate Timepiece Product Sales Staff Management Strategies
Code	104928L6
Range	This unit of competency (UoC) is applicable in timepiece companies. It covers the abilities to master timepiece product sales staff management knowledge to critically assess the performance of sales staff and the sales staff demand of the organization and formulate timepiece sales staff management strategies.
Level	6
Credit	9 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Possess knowledge of sales management <ul style="list-style-type: none"> • Understand the organization of sales staff of the industry, such as: <ul style="list-style-type: none"> • Sales district • Sales team • Understand resources planning for sales staff of the industry, such as recruitment interview and selection • Understand the salary policy management for sales staff of the industry, such as: <ul style="list-style-type: none"> • Salary and commission policies • Work appraisal method • Relevant labour regulations • Understand performance assessment and staff training, including: <ul style="list-style-type: none"> • Official and unofficial assessment methods • Official and unofficial training methods • Master staff relations <ul style="list-style-type: none"> • Mechanism for solving internal conflicts of the organization • Grievance and disciplinary procedures • Motivating staff and building up team spirit 2. Formulate sales staff management strategies <ul style="list-style-type: none"> • Formulate organizational strategies for timepiece product sales districts and teams e.g. organization of sales districts and/or teams • Critically assess the market supply of sales staff of the industry, including; <ul style="list-style-type: none"> • Relevant sales staff figures • Market demand of sales staff • Cost for retaining competent staff • Formulate sales staff management strategies to tie in with the operational management and human resources strategies of the organization <ul style="list-style-type: none"> • Strategies to recruit competent people • Strategies to retain competent staff • Internal training mechanism and strategies • Ranks, promotion ladder, power and responsibilities, salary, benefits and reward system of sales staff • Work allocation mechanism • Building up team spirit • Performance assessment scheme 3. Exhibit professionalism <ul style="list-style-type: none"> • Build team spirit to foster staff's sense of belonging and stimulate their motivation to work • Comply with the Code of Practice on Employment relating to equal opportunities, so as to avoid breaching the discrimination-related ordinances
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Critically assess the organization's timepiece sales staff demand according to the corporate objectives; and • Apply sales staff management knowledge applicable to the watch and clock industry to formulate sales staff recruitment, training, management and assessment strategies.
Remark	