

**Specification of Competency Standards for the Retail Industry**  
**Units of Competency for ‘Sales, Marketing and Multi-channel Sales Management’**

1. Title	Implement a sales plan
2. Code	111244L3
3. Range	This unit of competency (UoC) is applicable to sales staff in the retail industry. Practitioners have the ability to implement a sales plan in daily work in order to achieve the sales target.
4. Level	3
5. Credit	6 (for reference only)
6. Competency	<p>Performance Requirements</p> <p>6.1 Understand the knowledge of sales plan</p> <ul style="list-style-type: none"> <li>◆ Understand the target of the organisation’s sales plan</li> <li>◆ Possess the knowledge of daily operation management of a retail store, e.g.: <ul style="list-style-type: none"> <li>● Managing human and required resources</li> <li>● Inventory management and procedures for relevant sales channels</li> <li>● Product promotion (e.g. product display, shelf arrangement, places to put posters and price tags)</li> <li>● Sales target and performance indicators <ul style="list-style-type: none"> <li>○ Product information</li> <li>○ Risk management</li> <li>○ Clean environment for the store</li> </ul> </li> </ul> </li> <li>◆ Understand different sales techniques</li> <li>◆ Understand the basic elements affecting sales performance, e.g.: <ul style="list-style-type: none"> <li>● Market demand/trend</li> <li>● Customer’s consumption behaviour</li> <li>● Competitor’s marketing activities</li> <li>● Product quality</li> <li>● Customer service (including after-sales service, etc.)</li> <li>● Effect of social events</li> </ul> </li> </ul> <p>6.2 Implement a sales plan</p> <ul style="list-style-type: none"> <li>◆ Let all staff clearly understand the marketing plan of the organisation through effective communication channels and encourage them to participate</li> <li>◆ Implement a sales plan in order to achieve the sales target of the organisation <ul style="list-style-type: none"> <li>● Control the inventory level to ensure adequate supply without overstocking</li> <li>● Provide price reduction and discount programmes</li> <li>● Sales promotion plan (e.g. product display, shelf location, special offers)</li> <li>● Customer retention plan (e.g. friend discount and loyalty programme)</li> <li>● Temporary staff recruitment and training programme to support the sales plan (e.g. big festive sale)</li> </ul> </li> <li>◆ Review and monitor the sales performance, report to the higher level the effectiveness of the sales plan, and make adjustment or suggestions for improvement accordingly</li> </ul> <p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> <li>◆ Build the team spirit with the target to boost the sales when implementing a sales plan</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> <li>◆ Implement a sales plan to achieve the sales target of the organisation; and</li> <li>◆ Review and report to the higher level the effectiveness of the implementation of the sales plan, and make suggestions for improvement.</li> </ul>
8. Remark	This UoC is adopted from 105047L3.