

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

1. Title	Build and lead a sales team
2. Code	111250L4
3. Range	This unit of competency (UoC) is applicable to staff responsible for sales team management in the retail industry. Practitioners have the ability to apply personnel management skills to build and lead a sales team in order to achieve the established business goals of the organisation and boost the sales.
4. Level	4
5. Credit	6 (for reference only)
6. Competency	<p>Performance Requirements</p> <p>6.1 Understand the knowledge of sales team management</p> <ul style="list-style-type: none"> <li>◆ Understand the organisation’s strategies and policies for business operation</li> <li>◆ Master the sales target and product types of the organisation</li> <li>◆ Possess personnel management knowledge, including: <ul style="list-style-type: none"> <li>● Communication skills</li> <li>● Staff training</li> <li>● Work performance appraisal</li> <li>● Incentive plan</li> <li>● Staff establishment</li> <li>● Staff performance indicators</li> </ul> </li> <li>◆ Understand the laws and regulations relevant to retail (e.g. Equal Opportunities Ordinance and the Anti-discrimination Ordinance, Labour Legislation, Personal Data (Privacy) Ordinance)</li> <li>◆ Possess knowledge related to sales indicators, e.g.: <ul style="list-style-type: none"> <li>● Personal / team / district sales target</li> <li>● Market share</li> <li>● Customer retention</li> <li>● Service quality</li> </ul> </li> <li>◆ Understand factors affecting sales performance (e.g. human and financial factors, time / season, materials and equipment)</li> <li>◆ Understand the importance of building team spirit</li> </ul> <p>6.2 Build and lead a sales team</p> <ul style="list-style-type: none"> <li>◆ Formulate a sales plan according to the organisation’s strategies for business operation in order to achieve the sales target</li> <li>◆ Build a sales team based on relevant requirements on sales expertise or other success factors</li> <li>◆ Formulate working guidelines and procedures for the sales team, e.g.: <ul style="list-style-type: none"> <li>● Sales techniques for different products</li> <li>● Personal behaviour and customer service techniques</li> <li>● Team support</li> </ul> </li> <li>◆ share the details of all offers and communicate with the sales team members (individually or the whole team) to ensure that they clearly know the sales target and to build a team spirit</li> <li>◆ Apply personnel management skills to promote to and encourage the sales team to achieve personal and the team’s sales target <ul style="list-style-type: none"> <li>● Identify the scope of work of each sales team member</li> <li>● Distribute resources of the sales team fairly and formulate procedures for claiming resources</li> <li>● Provide coaching and advice</li> <li>● Conduct meetings regularly to review and identify areas for improvement</li> </ul> </li> <li>◆ Monitor the sales team to ensure its sales practice complies with corporate and legal requirements</li> <li>◆ Appraise the performance of the sales team members respectively and retain competent members to help achieve the established sale target</li> </ul> <p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> <li>◆ Ensure that the sales practice complies with legal requirements</li> <li>◆ Work on the details and proactively identify opportunities for improvement</li> </ul>

7. Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none"><li>◆ Set a feasible team sales target according to the organisation's business strategies and goals, and make the target clear to the sales team members through effective communications; and</li><li>◆ Apply team management and motivation skills to lead the sales team to achieve the sales target.</li></ul>
8. Remark	This UoC is adopted from 105051L4. The UoC title is revised.