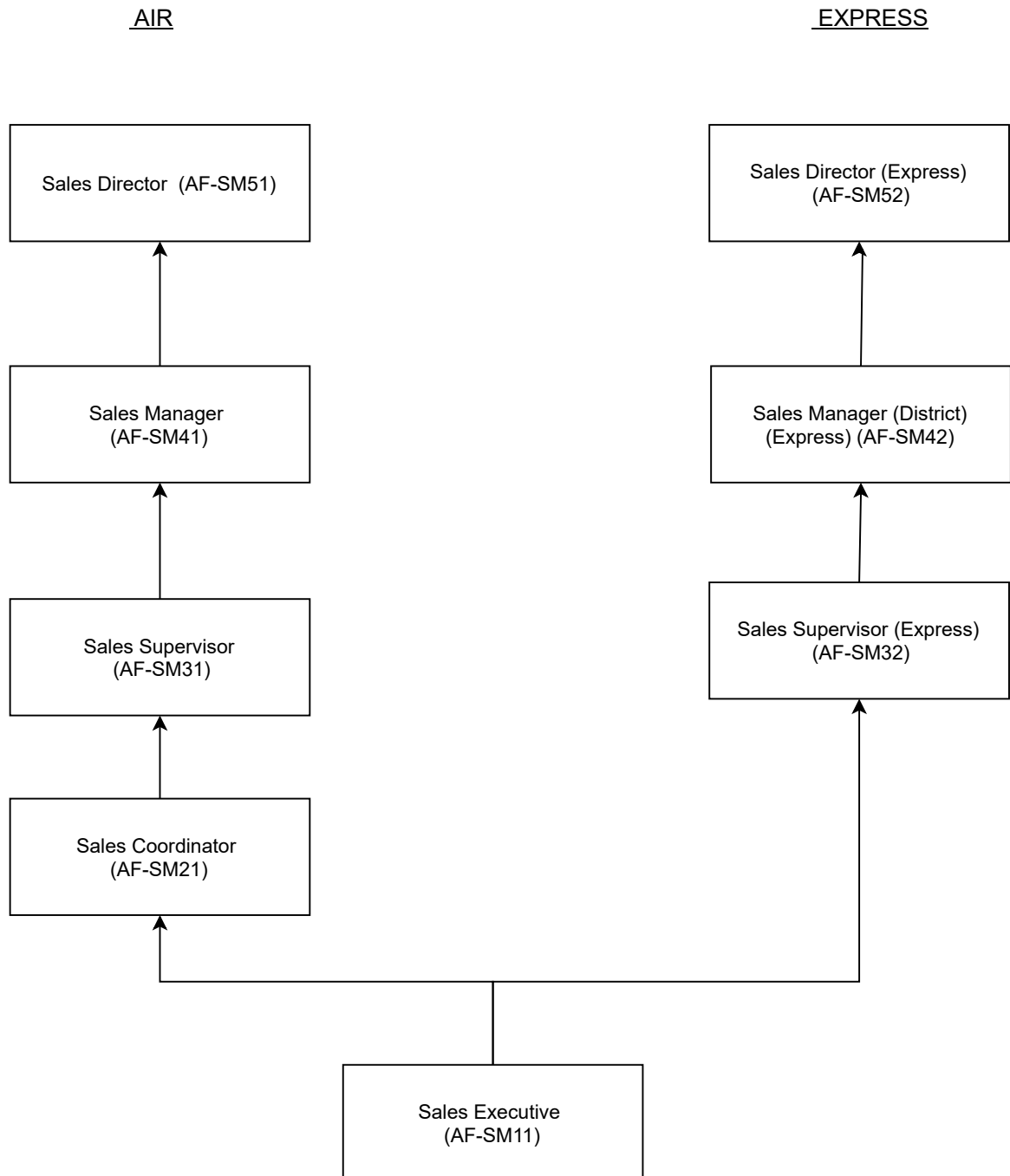


Progression Pathway for the Logistics Industry (Airfreight and Express)

Sales, Marketing and Customer Services (SM)



Sales, Marketing and Customer Services

Position	Sales Director (AF-SM51)		
Duties	<ul style="list-style-type: none"> Responsible for the development of overall sales strategy Increase sales and revenue, lead the team and increase sales performance to achieve company goals Lead the team to conceive and implement mid-term and long-term development goals Provide suggestions on commodity trends and future development Cooperate with other departments to meet the different needs of customers 		
	Core Competency	Code	Credit
	Formulate strategy of air freight quotation	LOCUSM513B	6
	Assess the demand for the services of the logistics industry and formulate sales budgets	LOCUSM501B	9
	Plan business development strategies and explore new markets	LOCUSM503B	9
	Formulate pricing strategy	LOCUSM504B	9
	Formulate marketing strategy	LOCUSM505B	9
	Analyse current market situation and trend of the logistics industry	LOCUSM405B	6
	Conduct contract negotiation	LOCUSM506B	9
	Non-core Competency	Code	Credit
	Formulate an overall strategy for participating in industry conferences in the logistics industry	LOCUSM401B	6
	Formulate customer relationship strategy	LOCUSM408B	6
	Total Credits		69

Position	Sales Manager (AF-SM41)		
Duties	<ul style="list-style-type: none"> • Identify potential business • Collect data and establish relationships with current and future customers • Prepare sales data and reports • Explore sales opportunities and promote relevant sales activities • Enhance service quality to achieve sales targets • Manage and train the sales team • Handle customers' enquiries and complaints • Cooperate with other departments to meet the different needs of customers 		
	Core Competency	Code	Credit
	Implement the overall marketing plan	LOCUSM403B	6
	Assess the overall marketing plan and performance indices	LOCUSM404B	6
	Formulate customer relationship strategy	LOCUSM408B	6
	Lead the sales team	LOCUSM413B	6
	Assess sales information of the industry	LOCUSM406B	6
	Analyse customers' freight service needs	LOCUSM407B	6
	Analyse customers business performance	LOCUSM411B	6
	Calculate commission and concession	LOAFSM307B	6
	Non-core Competency	Code	Credit
	Handle co-loading market transactions with air freight forwarders	LOAFSM402B	6
	Analyse current market situation and trend of the logistics industry	LOCUSM405B	6
	Apply methods in marketing and promotion	LOCUSM409B	6
	Apply internet for business promotion	LOCUSM410B	6
	Total Credits		72

Position	Sales Supervisor (AF-SM31)																							
Duties	<ul style="list-style-type: none"> • Establish relationships with current and future customers • Prepare sales data and reports • Handle customers' enquiries and complaints • Cooperate with other departments to meet the different needs of customers • Responsible for sales progress report/chart 																							
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Core Competency</th> <th style="text-align: left;">Code</th> <th style="text-align: left;">Credit</th> </tr> </thead> <tbody> <tr> <td>Handle air freight cargo space booking procedures</td> <td>LOAFSM302B</td> <td>6</td> </tr> <tr> <td>Calculate contract air freight charges</td> <td>LOCUSM302B</td> <td>6</td> </tr> <tr> <td>Present and explain proposals to customers</td> <td>LOCUSM301B</td> <td>6</td> </tr> <tr> <td>Implement customer service management</td> <td>LOCUSM309B</td> <td>6</td> </tr> <tr> <td>Prepare sales proposals</td> <td>LOCUSM311B</td> <td>6</td> </tr> </tbody> </table>			Core Competency	Code	Credit	Handle air freight cargo space booking procedures	LOAFSM302B	6	Calculate contract air freight charges	LOCUSM302B	6	Present and explain proposals to customers	LOCUSM301B	6	Implement customer service management	LOCUSM309B	6	Prepare sales proposals	LOCUSM311B	6			
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	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Non-core Competency</th> <th style="text-align: left;">Code</th> <th style="text-align: left;">Credit</th> </tr> </thead> <tbody> <tr> <td>Handle enquiries on air freight rate</td> <td>LOAFSM306B</td> <td>3</td> </tr> <tr> <td>Handle and review customer's opinions and complaints about service quality</td> <td>LOCUSM312B</td> <td>6</td> </tr> <tr> <td>Use complicated English for business communication with customers</td> <td>LOCUSM313B</td> <td>6</td> </tr> <tr> <td>Use complicated Putonghua for business communication with customers</td> <td>LOCUSM314B</td> <td>6</td> </tr> <tr> <td>Calculate commission and concession</td> <td>LOAFSM307B</td> <td>6</td> </tr> <tr> <td colspan="2" style="text-align: right;">Total Credits</td> <td>57</td> </tr> </tbody> </table>			Non-core Competency	Code	Credit	Handle enquiries on air freight rate	LOAFSM306B	3	Handle and review customer's opinions and complaints about service quality	LOCUSM312B	6	Use complicated English for business communication with customers	LOCUSM313B	6	Use complicated Putonghua for business communication with customers	LOCUSM314B	6	Calculate commission and concession	LOAFSM307B	6	Total Credits		57
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	Handle enquiries on air freight rate	LOAFSM306B	3																					
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	Calculate commission and concession	LOAFSM307B	6																					
	Total Credits		57																					

Position	Sales Coordinator (AF-SM21)		
Duties	<ul style="list-style-type: none"> • Handling customers' enquiries and complaints • Cooperate with other departments to meet the different needs of customers • Prepare quotation and proposal • Maintain and update customer information regularly 		
	Core Competency	Code	Credit
	Calculate air freight rates	LOAFSM203B	6
	Maintain, process and use customer information	LOCUSM201B	3
	Receive customers	LOCUSM209B	6
	Present and explain to customers the logistics services offered	LOCUSM210B	6
	Update customers with latest company news	LOCUSM211B	3
	Non-core Competency	Code	Credit
	Apply multimodal transport concepts and knowledge	LOCUCN201B	3
	Apply basic statistics to logistics operation	LOCUCN202B	6
	Conduct calculation of logistics related weights and measures, currencies and time zones	LOCUCN203B	3
	Use communication skills to make discussions related to logistics issues	LOCUSM203B	3
	Apply communication skills to communicate internally	LOCUSM204B	3
	Use simple Putonghua for business communication with customers	LOCUSM214B	6
	Use simple English for business communication with customers	LOCUSM215B	6
	Total Credits		54

Position	Sales Executive (AF-SM11)		
Duties	<ul style="list-style-type: none"> • Establish relationships with current and future customers • Promote relevant sales activities • Enhance service quality so as to achieve sales standards • Handle customers' enquiries and complaints • Cooperate with other departments to meet the different needs of customers 		
	Core Competency	Code	Credit
	Receive customers	LOCUSM209B	6
	Present and explain to customers the logistics services offered	LOCUSM210B	6
	Handle cargo tracking for customers	LOCUSM213B	3
	Maintain customer relationship and handle complaints	LOCUSM212B	6
	Non-core Competency	Code	Credit
	Use air freight terms, codes and abbreviations	LOAFCN101B	3
	Know the label, marking, types and basic packaging requirements for air cargo	LOAFCN102B	3
	Total Credits		27

Position	Sales Director (Express) (AF-SM52)		
Duties	<ul style="list-style-type: none"> • Responsible for the development of overall express sales strategy • Increase sales and revenue, lead the team and increase sales performance to achieve company goals • Enhance sales quality • Lead the team to conceive and implement mid-term and long-term development goals • Provide suggestions on commodity trends and future development • Handle customers' enquiries and complaints • Cooperate with other departments to meet the different needs of customers 		
Core Competency		Code	Credit
Formulate courier and express cargo pricing strategy		LOAFSM501B	9
Formulate marketing strategy of express market		LOAFSM502B	9
Formulate strategy of courier and express freight quotation		LOAFSM503B	6
Assess the demand for the services of the logistics industry and formulate sales budgets		LOCUSM501B	9
Plan business development strategies and explore new markets		LOCUSM503B	9
Formulate an overall strategy for participating in industry conferences in the logistics industry		LOCUSM401B	6
Non-core Competency		Code	Credit
Formulate customer relationship strategy		LOCUSM408B	6
Analyse current market situation and trend of the logistics industry		LOCUSM405B	6
Conduct contract negotiation		LOCUSM506B	9
Total Credits			69

Position	Sales Manager (District) (Express) (AF-SM42)		
Duties	<ul style="list-style-type: none"> • Collect district data and establish relationships with current and future customers • Prepare sales data and reports • Explore sales opportunities and promote relevant sales activities • Enhance service quality to achieve sales targets • Manage and train the sales team • Handle customers' enquiries and complaints • Cooperate with other departments to meet the different needs of customers 		
	Core Competency	Code	Credit
	Execute district courier and express market promotion plan	LOAFSM403B	6
	Handling of the co-loading courier and express service	LOAFSM404B	6
	Lead the sales team	LOCUSM413B	6
	Assess sales information of the industry	LOCUSM406B	6
	Analyse customers' freight service needs	LOCUSM407B	6
	Formulate strategy of air freight quotation	LOCUSM513B	6
	Implement strategy of courier and express freight charges quotation	LOAFSM405B	6
	Assess the overall marketing plan and performance indices	LOCUSM404B	6
	Non-core Competency	Code	Credit
	Apply methods in marketing and promotion	LOCUSM409B	6
	Apply internet for business promotion	LOCUSM410B	6
	Analyse customers business performance	LOCUSM411B	6
	Conduct contract negotiation	LOCUSM506B	9
	Total Credits		75

Position	Sales Supervisors (Express) (AF-SM32)		
Duties	<ul style="list-style-type: none"> • Compile express fee schedule, time schedule and express reservation • Establish relationships with current and future customers • Prepare sales data and reports • Handle customers' enquiries and complaints • Cooperate with other departments to meet the different needs of customers • Responsible for formulating sales progress report/chart 		
Core Competency		Code	Credit
Prepare express package pick-up schedule		LOAFSM304B	6
Handle international express service booking		LOAFSM305B	3
Apply methods in marketing and promotion		LOCUSM409B	6
Present and explain proposals to customers		LOCUSM301B	6
Implement customer service management		LOCUSM309B	6
Prepare sales proposals		LOCUSM311B	6
Handle and review customer's opinions and complaints about service quality		LOCUSM312B	6
Non-core Competency		Code	Credit
Use complicated English for business communication with customers		LOCUSM313B	6
Use complicated Putonghua for business communication with customer		LOCUSM314B	6
Calculate commission and concession		LOAFSM307B	6
		Total Credits	57