

Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Sales, Marketing and Customer Services

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| Title | Support sales and marketing promotion activities |
| Code | LOSASM505B |
| Range | This unit of competency is applicable to logistics service providers. Practitioners should be able to promote global market products and/or services. Duties include planning, coordinating, reviewing, reporting on promotional activities, supporting marketing and other promotion activities related matters. |
| Level | 5 |
| Credit | 3 (For Reference Only) |
| Competency | <p>Performance Requirements</p> <p>1. Possess the knowledge of sales of global market</p> <ul style="list-style-type: none"> • Understand the basic principles of sales promotion • Understand the marketing policies and procedures inside and outside the company • Understand the national regulations on global sales promotion activities • Understand the principles of marketing • Understand the new development and sales promotion activities <p>2. Plan the sales promotion activities</p> <ul style="list-style-type: none"> • Apply relevant data channels to collect and plan the sales promotion activities • Conceive and evaluate sales promotion activities to ensure that the activities meet company requirements that is suitable for the local culture • According to the needs of local markets, plan different sales promotion activities • Discuss with relevant parties to determine the purpose of overall sales promotion • Establish and ensure that the schedule and costs of sales promotion activities are within the resource budget <p>3. Arrange sales promotion activities</p> <ul style="list-style-type: none"> • Arrange the resources required for sales promotion activities in accordance with the budget and schedule • Assign the duties and responsibilities of overseas and local personnel responsible for sales promotion activities • Support overseas personnel participating in sales promotion activities • Make uses of business networks to identify sales promotional activities <p>4. Review sales promotion activities</p> <ul style="list-style-type: none"> • Obtain feedback from internal staff and customers to evaluate the effectiveness of sales promotional activities • Review and formulate an optimisation plan to improve global sales promotion activities in the future, to improve and strengthen the effectiveness of the planning process • Analyse costs and schedules to calculate the effectiveness of sales promotion activities • Compile report and make suggestions for improvement in future activities |
| Assessment Criteria | <p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of coordinating, reviewing and supporting sales and marketing promotion activities in accordance with the marketing plan and market research plan of the relevant market; and |

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| | <ul style="list-style-type: none">• Capable of obtaining and analysing effectiveness of sales promotion activities, and make suggestions for improvement in future activities |
| Remark | |