

**SKILLS FRAMEWORK FOR FINANCIAL SERVICES
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Product, Sales and Market Management					
TSC	Sales Target Management					
TSC Description	Evaluate and monitor sales target and performance to plan and initiate actions to achieve excellence in sales delivery					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			FSE-SNM-3020-1.1-1	FSE-SNM-4020-1.1-1	FSE-SNM-5020-1.1-1	
			Analyse and report feedback from buyers and/or suppliers and colleagues on sales factors	Set, analyse and achieve sales targets to guide sales performance, evaluate and monitor productivity against business objectives, as well as identify factors that affect sales operations	Plan and initiate actions to achieve overall sales targets with specific buyers and/or suppliers and report progress to relevant personnel and amend or create new sales targets based on evaluation	
Knowledge			<ul style="list-style-type: none"> • Key elements and features of a sales plan • Internal factors impacting sales outcomes • Trends in buyer and/or supplier behaviour • Competitor activities • Economic activities • Role of buyer and/or supplier feedback in growing sales 	<ul style="list-style-type: none"> • Techniques to develop sales plan • Evaluative techniques for sales performance • Implications of competitor activities on sales teams' performance • Implications of economic activities on sales teams' performance • Techniques for growing sales for new and existing buyer/supplier base • Impact of marketing and promotional initiatives on sales • Techniques to manage sales channels • Techniques to interpret overall sales target • Sales performance metrics and Key Performance Indicators (KPIs) 	<ul style="list-style-type: none"> • Alignment of sales target with organisation's strategic objectives • Impact of sales performance on organisation's strategic objectives • Impact of competitor activities on strategic objectives • Impact of economic activities on strategic objectives • Techniques to forecast overall sales targets • Techniques to revise overall sales targets 	

SKILLS FRAMEWORK FOR FINANCIAL SERVICES
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT

<p>Abilities</p>			<ul style="list-style-type: none"> • Generate sales data and plan against sales targets • Analyse feedback from buyer and/or supplier on factors affecting sales • Analyse market intelligence on competitors and buyer and/or supplier demand • Provide inputs to sales target development • Execute sales plan to generate sales and achieve sales targets 	<ul style="list-style-type: none"> • Set sales teams' targets, sales performance metrics and KPIs according to overall sales targets • Develop sales plan according to sales targets • Motivate team to achieve sales targets through communication • Review business environment and raise potential changes in targets • Evaluate sales channels' and sales teams' performance against sales target • Develop responsive actions to improve sales performance and achievement of sales targets • Analyse the organisation's value proposition over competitors' products and service offerings 	<ul style="list-style-type: none"> • Translate organisational strategic direction into sales, targets and objectives • Forecast sales from sales data to determine overall sales targets • Set sales performance metrics and Key Performance Indicators (KPIs) for overall sales targets • Guide development of sales plan to achieve overall sales targets • Evaluate business environment to determine potential impact and changes to sales targets • Revise overall sales target in alignment with current business environment and overall sales performance • Evaluate organisation's sales performance against overall sales targets 	
-------------------------	--	--	---	---	--	--