

SKILLS FRAMEWORK SKILLS MAP - SALES SUPERVISOR/BRAND SUPERVISOR		
<b>Sector</b>	Retail	
<b>Track</b>	Retail Operations	
<b>Occupation</b>	Supervisor	
<b>Job Role</b>	Sales Supervisor/Brand Supervisor	
<b>Job Role Description</b>	<p>The Sales Supervisor/Brand Supervisor is accountable for achieving assigned team sales targets and conduct supervisory duties that involve the coordination of activities to ensure that operational demands are catered for. He/she oversees daily store operations and leads merchandising activities to optimise sales performance.</p> <p>He is expected to deal with multiple parties in the workplace, such as colleagues and external customers, as part of managing in-store operations.</p> <p>He is friendly, sociable and possesses strong persuasion abilities. He is able to multi-task and is capable of interacting well with customers.</p>	
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	<b>Key Tasks</b>
	Achieve sales	Provide consultation on product and services Close sales Document sales transactions
	Deliver service excellence	Demonstrate service vision Manage operations for service excellence Manage a diverse service environment Coach for service performance Establish relationships for customer confidence over multiple customer touch points Manage service quality and customer satisfaction
	Deliver operations excellence	Supervise retail operations Monitor stock availabilities Maintain store security and workplace emergency Conduct food and beverage hygiene audit Maintain workplace safety and health policies and procedures Supervise housekeeping standards Monitor visual merchandising presentation Monitor operations of roadshows, promotions and/or events
	Engage in innovation and productivity initiatives	Lead and motivate team to contribute to productivity improvement and innovation Implement productivity and innovation initiatives Monitor the implementation of productivity and innovation initiatives Generate ideas that may potentially contribute to productivity improvements and innovation
	Manage people	Supervise retail staff Develop team cohesiveness Build team capability Lead team decision making
	Manage customer order fulfilment	Monitor fulfilment of customers' orders via store pick or delivery service Coordinate order processing, delivery and returns of customer orders Troubleshoot customer queries related to product knowledge, order processing, shipment and returns

	Technical Skills & Competencies		Generic Skills & Competencies (Top 5)	
<b>Skills &amp; Competencies</b>	Adapt To Change	Level 3	Communication	Intermediate
	After-Sales Service	Level 2	Leadership	Intermediate
	Augmented Reality Application	Level 1	Service Orientation	Intermediate
	Colour Concept Application	Level 2	Teamwork	Intermediate
	Compliance with Legal Regulations	Level 3	Interpersonal Skills	Intermediate
	Conflict Management	Level 2		
	Crisis Management	Level 3		
	Customer Experience Innovation	Level 3		
	Customer Experience Management	Level 3		
	Customer Loyalty	Level 2		
	Customer Relationship Management Operations	Level 2		
	Data Analytics	Level 2		
	Drive Productivity and Innovation	Level 2		
	Food and Beverage Safety and Hygiene	Level 2		
	Idea Generation and Selection	Level 2		
	Intellectual Property Management	Level 3		
	Inventory Control	Level 3		
	Manage Change	Level 2		
	Order Fulfilment and Returns Processing	Level 2		
	Organisation Evaluation for Business Excellence	Level 2		
	People and Relationship Management	Level 3		
	People Development	Level 3		
	Personal Effectiveness	Level 3		
	Policy Implementation and Revision	Level 2		
	Problem Identification	Level 3		
	Process Improvement	Level 2		
	Product Advisory	Level 3		
	Product Demonstration	Level 3		
	Product Styling	Level 2		
	Productivity Improvement	Level 2		
	Products and Services Promotions	Level 2		
	Retail Administration	Level 3		
	Retailing and the Economy	Level 2		
	Sales Closure	Level 3		
	Sales Target Management	Level 3		
	Service Challenges	Level 1		
	Service Coaching	Level 3		
	Service Excellence	Level 3		
	Service Information and Results	Level 3		
	Service Innovation	Level 3		
	Service Leadership	Level 3		
	Service Planning and Implementation	Level 3		
Stakeholder Management	Level 2			
Store Facilities and Housekeeping	Level 3			
Store Security Policy	Level 3			
Supplier Performance	Level 2			
Systems Thinking Application	Level 3			
Visual Merchandising Presentation	Level 3			
Workforce Diversity and Harmony	Level 3			
Workplace Communications	Level 2			
Workplace First-Aid	Level 2			
Workplace Safety and Health	Level 3			
<b>Programme Listing</b>	For a list of Training Programmes available for the Retail sector, please visit <a href="http://www.skillsfuture.sg/skills-framework/retail">www.skillsfuture.sg/skills-framework/retail</a>			

The information contained in this document serves as a guide.