

SKILLS FRAMEWORK SKILLS MAP - Job Role			
Sector	Retail		
Track	Retail Operations		
Occupation	Supervisor		
Job Role	Sales Supervisor/Brand Supervisor		
Job Role Description	<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>		
Critical Work Functions and Key Tasks / Performance Expectations	Critical Work Functions	Key Tasks	Performance Expectations (For legislated / regulated occupations)
	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		

SKILLS FRAMEWORK SKILLS MAP - Job Role				
Sector	Retail			
Track	Retail Operations			
Occupation	Supervisor			
Job Role	Sales Supervisor/Brand Supervisor			
Skills & Competencies	Technical Skills & Competencies		Generic Skills & Competencies	
	Adapt To Change	Level 3	Communication	Intermediate
	After-Sales Service	Level 2	Leadership	Intermediate
	Colour Concept Application	Level 2	Service Orientation	Intermediate
	Compliance with Legal Regulations	Level 3	Teamwork	Intermediate
	Conflict Management	Level 2	Interpersonal Skills	Intermediate
	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		
	Food and Beverage Safety and Hygiene	Level 2		
	Drive Productivity and Innovation	Level 2		
	Idea Generation and Selection	Level 2		
	Inventory Control	Level 3		
	Intellectual Property Management	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		
	Sales Closure	Level 3		
	Policy Implementation and Revision	Level 2		
	Problem Identification	Level 3		
	Process Improvement	Level 2		
	Product Advisory	Level 3		
	Products and Services Promotions	Level 2		
	Productivity Improvement	Level 2		
	Retailing and the Economy	Level 3		
	Retail Administration	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			
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			
Programme Listing	For a list of Training Programmes available for the Retail sector, please visit www.skillsfuture.sg/skills-framework/retail			

The information contained in this document serves as a guide.