

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

TSC Category	Sales and Marketing					
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 RET-SNM-3002-1.1	Level 4 RET-SNM-4002-1.1	Level 5 RET-SNM-5002-1.1	Level 6
			Analyse and report feedback from customers and colleagues on sales factors and guide staff to maintain and achieve excellence in sales delivery by ensuring the provision of a well-resourced working environment	Set, analyse and achieve store sales targets to guide sales performance in the store, evaluate and monitor store productivity against business objectives, as well as identify factors that affect sales operations in stores	Plan and initiate actions to achieve overall sales targets with specific customers 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 customer behaviour • Competitor activities • Economic activities • Role of customer feedback in growing sales 	<ul style="list-style-type: none"> • Key elements and features of a sales plan • Internal factors impacting sales outcomes • Trends in customer behaviour • Competitor activities • Economic activities • Role of customer feedback in growing sales • Types of customer traffic generators • Techniques for growing sales within the retail environment for new and existing customer base • Types of initiatives and their role in sales (e.g. marketing activities, promotions, social media campaigns, advertising campaigns) 	<ul style="list-style-type: none"> • Key elements and features of a sales plan • Internal factors impacting sales outcomes • Trends in customer behaviour • Competitor activities • Economic activities • Role of customer feedback in growing sales • Types of customer traffic generators • Techniques for growing sales within the retail environment for new and existing customer base • Types of initiatives and their role in sales (e.g. marketing activities, promotions, social media campaigns, advertising campaigns) 	
Abilities			<ul style="list-style-type: none"> • Review sales data and plan against sales targets • Analyse and report feedback from customers and colleagues on factors affecting sales • Guide staff on improvement of providing sales advisory and sales techniques 	<ul style="list-style-type: none"> • Set store sales target • Communicate, drive and motivate team to achieve sales target • Monitor and initiate to improve staff productivity • Review business environment and raise potential changes in store sales target 	<ul style="list-style-type: none"> • Translate organisational strategic direction into sales strategy, targets and objectives • Monitor business environment to determine potential impact and/or changes on sales targets • Recommend initiatives to support sales target 	

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			<ul style="list-style-type: none"> Carry out initiatives to increase sales and achieve sales target 	<ul style="list-style-type: none"> Recommend initiatives to support sales target achievement at store in alignment with organisational strategies and objectives 	achievement in alignment with organisational strategies and objectives	
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