

TSC Category	Business 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
				TAE-SNM-4020-1.1-1	TAE-SNM-5020-1.1-1	
				Set, analyse and achieve sales targets to guide sales performance in the organisation, evaluate and monitor 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 • Types of customer traffic generators • Techniques for growing sales within the Training and Adult Education sector for new and existing customer base • Types of initiatives and their role in 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 Training and Adult Education sector for new and existing customer base • Types of initiatives and their role in sales 	

<p>Abilities</p>				<ul style="list-style-type: none"> • Set sales targets • Communicate, drive and motivate team to achieve sales target • Monitor and initiate to improve staff productivity • Review business environment and raise potential changes in sales targets 	<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 achievement in alignment with organisational strategies and objectives • Recommend initiatives to support sales target achievement in alignment with organisational strategies and objectives 	
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