

**SKILLS FRAMEWORK FOR WHOLESALE TRADE  
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE**

<b>TSC Category</b>	Trading, Sales and Operations Management					
<b>TSC</b>	Sales Target Management					
<b>TSC Description</b>	Evaluate and monitor sales target and performance to plan and initiate actions to achieve excellence in sales delivery					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>	<b>Level 6</b>
			<b>WST-SNM-3020-1.1-1</b>	<b>WST-SNM-4020-1.1-1</b>	<b>WST-SNM-5020-1.1-1</b>	
			Analyse and report feedback from buyers, suppliers 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 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 suppliers and report progress to relevant personnel and amend or create new sales targets based on evaluation	
<b>Knowledge</b>			<ul style="list-style-type: none"> <li>• Key elements and features of a sales plan</li> <li>• Internal factors impacting sales outcomes</li> <li>• Trends in buyers and suppliers behaviour</li> <li>• Competitor activities</li> <li>• Economic activities</li> <li>• Role of buyers and suppliers feedback in growing sales</li> </ul>	<ul style="list-style-type: none"> <li>• Techniques to develop sales plan</li> <li>• Evaluative techniques for sales performance</li> <li>• Implications of competitor activities on sales teams' performance</li> <li>• Implications of Economic activities on sales teams' performance</li> <li>• Techniques for growing sales for new and existing buyers and suppliers base</li> <li>• Impact of marketing and promotional initiatives on sales</li> <li>• Techniques to manage sales channels</li> <li>• Techniques to interpret overall sales target</li> <li>• Sales performance metrics and Key Performance Indicators (KPIs)</li> </ul>	<ul style="list-style-type: none"> <li>• Alignment of sales target with organisation's strategic objectives</li> <li>• Impact of sales performance on organisation's strategic objectives</li> <li>• Impact of competitor activities on strategic objectives</li> <li>• Impact of economic activities on strategic objectives</li> <li>• Techniques to forecast overall sales targets</li> <li>• Techniques to revise overall sales targets</li> </ul>	
<b>Abilities</b>			<ul style="list-style-type: none"> <li>• Analyse sales data and plan against sales targets</li> </ul>	<ul style="list-style-type: none"> <li>• Set sales teams' targets, sales performance metrics and KPIs</li> </ul>	<ul style="list-style-type: none"> <li>• Translate organisational strategic direction into</li> </ul>	

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