



STANDARD KEMAHIRAN PEKERJAAN KEBANGSAAN
(NATIONAL OCCUPATIONAL SKILLS STANDARD)

**SALES OPERATION
(WHOLESALE)
LEVEL 3
DT-020-3-2011**



JPK

JABATAN PEMBANGUNAN KEMAHIRAN
KEMENTERIAN SUMBER MANUSIA, MALAYSIA

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STANDARD PRACTICE
NATIONAL OCCUPATIONAL SKILLS STANDARD (NOSS) FOR;
SALES OPERATION (WHOLESALE)
LEVEL 3
DT-020-3-2011

1. INTRODUCTION

Malaysia is one of the richest country in terms of natural and human resources. Notably, Malaysia is among the 20th biggest country which majoring in domestic and international trading activities. According to Malaysia government, our country is the biggest suppliers in the world for various products which are based on rubber, palm oil, wood timber, electronic and ICT, automotive, textile, fruits, foods and petrochemical goods.

Generally, wholesaling is the sales of goods to distributors, retailers, other wholesalers or to any industrial, commercial and institutional users. Though the fast moving technology (internet) is being comprehend for on-line trading activities somehow will eliminate the wholesale activity where seller could sell directly to individual customer. However, the wholesale activity is still being used in order international trading can to get the benefit where importers could access directly to manufacturers.

Wholesale is slightly different from the retail activity. Both are doing same activity such of buying and selling the goods but the different is to whom the product is being sold. The wholesale in which it is selling the bulk of goods to the distributor or retailer whilst the retailer sells the goods to the consumer for the end use. Most countries do not allow the wholesaler to sell their goods to an individual and claimed it for the end use. There must be a cycle of buy and sell of the goods for the smooth and fair economy profit distribution.

The demographic factors are the key factor for allowing the wholesale industry being active. The increasing numbers of population, needs and demands of certain goods make this industry opened numerous opportunity in employment especially in

distribution and transportation sectors. In Malaysia, there are numerous companies in all business sectors which are currently active in commerce and trade including wholesaling activity. There are also organizations that support the wholesale activity such as Kementerian Perdagangan Dalam Negeri, Koperasi & Kepenggunaan (KPDNKK), Institut Keusahawanan Negara (INSKEN), Majlis Amanah Rakyat (MARA) and many others who help and encourage future entrepreneur to build up business in the distributive industry. Personnel who are inspired in this industry may fulfill minimum requirement based on the experts' discussion; possesses SPM certificate, Malaysian Skills Certificate (SKM) Level 2, 1 – 3 years experience in related field, knowledge in English and Math will be added as advantage.

Therefore, in order to generate skilful and experienced labour or personnel in the wholesale industry, this NOSS is being developed. This NOSS document is structured to be used for constructing the competencies needed in the wholesale fieldwork as per discussion made by the experts from the wholesale industry. Personnel who used this level 3 of NOSS will have competency as Sales Representative in performing a broad and responsible range of work tasks such as attaining customer prospecting, sales presentation, sales closing documentation, customer service relation and sales performance attainment. Later, personnel will use this level of skill in order to gain better income based on experience, ability and organization they have been hired in. Further, this NOSS has arranged and developed accordingly from the discussion made by the industrial experts and based on what the industry's needs. Thus, it is hoped this NOSS will be usable to produce the most skilful labour or personnel for the betterment of the wholesale industry and country as well.

2. OCCUPATIONAL STRUCTURE

Sales Operation (Wholesale) comes under the Sector of Distributive Trade. Fig. 1.1 and 1.2 shows the structured career path of Sales Operation (Wholesale) personnel.

SEKTOR / SEKTOR Distributive Trade				
SUB-SEKTOR / SUB-SEKTOR Wholesale				
	Sale	Purchasing	Warehousing	Marketing
L5	Sales Manager	Purchasing Manager	Warehouse Manager	Marketing Manager
L4	Sales Executive	Purchasing Executive	Warehouse Executive	Marketing Executive
L3	Sales Representative	Purchaser	Distribution Supervisor	Marketing coordinator
L2	Sales Coordinator	Purchasing Assistant	Storekeeper	Marketing Clerk
L1	No level		Store hand	No level

Fig. 1.1 Occupational Profile Chart for Sales Operation (Wholesale) Personnel

SEKTOR / SEKTOR Distributive Trade	
SUB-SEKTOR / SUB-SEKTOR Wholesale	
	SALE
L5	Sales Operation
L4	Sales Operation
L3	Sales Operation
L2	Sales Operation
L1	No level

Figure 1.2 Occupational Area Analysis (OAA) for Sales Operation (Wholesale) personnel

3. DEFINITION OF COMPETENCY LEVEL

The NOSS is developed for various occupational areas. Candidates for certification must be assessed and trained at certain levels to substantiate competencies. Below is a guideline of each NOSS Level as defined by the Department of Skills Development, Ministry of Human Resources, Malaysia.

Malaysia Skills Certificate Level 1: Competent in performing a range of varied work (Operation and Production Level) activities, most of which are routine and predictable.

Malaysia Skills Certificate Level 2: Competent in performing a significant range of (Operation and Production Level) varied work activities, performed in a variety of contexts. Some of the activities are non-routine and required individual responsibility and autonomy.

Malaysia Skills Certificate Level 3: Competent in performing a broad range of varied (Supervisory Level) work activities, performed in a variety of contexts, most of which are complex and non-routine. There is considerable responsibility and autonomy and control or guidance of others is often required.

Malaysia Skills Diploma Level 4: Competent in performing a broad range of complex (Executive Level) technical or professional work activities performed in a wide variety of contexts and with a substantial degree of personal responsibility and autonomy. Responsibility for the work of others and allocation of resources is often present.

Malaysia Skills Advanced Diploma Level 5: (Managerial Level) Competent in applying a significant range of fundamental principles and complex techniques across a wide and often unpredictable variety of contexts. Very substantial personal autonomy and often significant responsibility for the work of others and for the allocation of substantial resources features strongly, as do personal accountabilities for analysis, diagnosis, planning, execution and evaluation.

4. MALAYSIAN SKILL CERTIFICATION

Candidates after being assessed and verified and fulfilled the Malaysian Skill Certification requirements shall be awarded with Malaysia Skills Certificate (SKM) for Level 3.

5. JOB COMPETENCIES

Wholesale Sales Operation personnel (Level 3) are competent in performing:

- Customer Prospecting
- Sales Presentation
- Sales Closing Documentation
- Sales Performance Attainment

6. WORKING CONDITIONS

Sales representatives are an important part of wholesalers' success. Regardless of the type of products they sell, sales representatives' primary duties are to make customers interested in their merchandise and to arrange the sale for the merchandise.

The process of promoting and selling products can be extensive. Whether face to face with the customer or via the phone, sales representatives describe their products, conduct demonstrations, explain the benefits of their products and answer any enquiries from customers may have.

Beyond selling products, sales representative must be analytical in sales statistics, prepare reports, and handle administrative duties such as filing expense accounts, scheduling appointments, and making travel plans. They also read about new and existing products and monitor the sales, prices, and products of their competitors.

7. EMPLOYMENT PROSPECTS

Based on Malaysian Investment Development Authority (MIDA) they have stated that many business investment made in this country are due to countless factors. As mentioned earlier on the introduction, demographic such as numbers of population and consumer's needs are the main reasons why many investors like to invest in Malaysia. One of the factors is the accessibility of workforce which is talented, young, educated and productive workforce, multilingual workforce, comprehensive system of industrial training and etc.

Therefore, the employment vision is high. Personnel who in wholesale industry may be able to have varied job opportunities in various sectors such as in financial, tourism, education, agriculture, communication, palm oil, healthcare, electronic, business service and the wholesale and retail itself. Again, the wholesale industry is spacious industry that demand more personnel who are inspired and interested for economy boost and development.

8. SOURCES OF ADDITIONAL INFORMATION

- **Kementerian Perdagangan Dalam Negeri,
Koperasi & Kepenggunaan (KPDNKK)**
No. 13, Persiaran Perdana, Presint 2, 62623 Putrajaya,
Telephone: 603-8882 5500
Fax: 603-8882 5762
Email: webadmin@kpdnkk.gov.my
Website: <http://www.kpdnkk.gov.my>

- Institut Keusahawanan Negara (INSKEN)**
 Aras 2-3, Blok Menara, Menara Usahawan,
 No. 18, Persiaran Perdana, Presint 2, 62652 Putrajaya
Telephone: 603 - 8880 5151
Fax: 603 - 8880 5152
Website: <http://www.insken.gov.my>

- Majlis Amanah Rakyat (MARA)**
 Tingkat 26, Ibu Pejabat MARA
 21, Jalan Raja Laut
 50609 Kuala Lumpur.
Telephone: 603-26134907
Fax: 603-26925872
Website: <http://www.mara.gov.my>

9. APPROVAL DATE

The National Skills Development Board (MPKK), Ministry of Human Resources has agreed and endorsed this Standard on

10. ACKNOWLEDGEMENT

The Director General of DSD would like to extend his gratitude to the organisations and individuals who have been involved in developing this standard.

11. COMMITTEE MEMBERS FOR DEVELOPMENT OF STANDARD PRACTICE (SP), JOB PROFILE CHART (JPC) AND COMPETENCY PROFILE (CP)

WHOLESALE SALES OPERATION

LEVEL 3

PANEL EXPERTS		
1.	Yusouf Bin Mohd Puad	Penolong Pengurus Pemasaran Syarikat Faiza Sdn Bhd
2.	Aidatul Hana Binti Azmi	Front End Analyst Tesco Store (M) Sdn Bhd
3.	Mohd Rashid Bin Ali	Sales Manager Syarikat Salmi Hj Tamin
4.	Zahari Bin Abu Yazid	Sales Manager Ketemu Rezeki Maju (M) Sdn Bhd
5.	Khurul Shazely Abd Razak	Senior Sale Advisor Seating Lane (M) Sdn Bhd
6.	Saiful Anwar Bin Abu Hassan	Business Development Manager Meranti Furniture
7.	Haji Mohd Yusri Bin Yusuf	Marketing Director Galeri Ilmu Sdn Bhd
8.	Akhmad Aznan Bin Abdul Majid	Sales Manager Three Top Sdn Bhd
9.	Zulkifli Bin Idin	Marketing Manager Ziekif Sdn Bhd
10.	Syed Zulkifli Bin Syed Abdullah	Farm Manager Watanwaja Agrofarm
FACILITATOR		
1.	Nablan Bin Yusoff	Principal Consultant International Islamic research Academy (I-IRA) Sdn Bhd
CO-FACILITATOR		
1.	Salina Binti Roslan	Operation Executive International Islamic research Academy (I-IRA) Sdn Bhd

**12. COMMITTEE MEMBERS FOR DEVELOPMENT CURRICULUM OF
COMPETENCY UNIT (CoCu)**

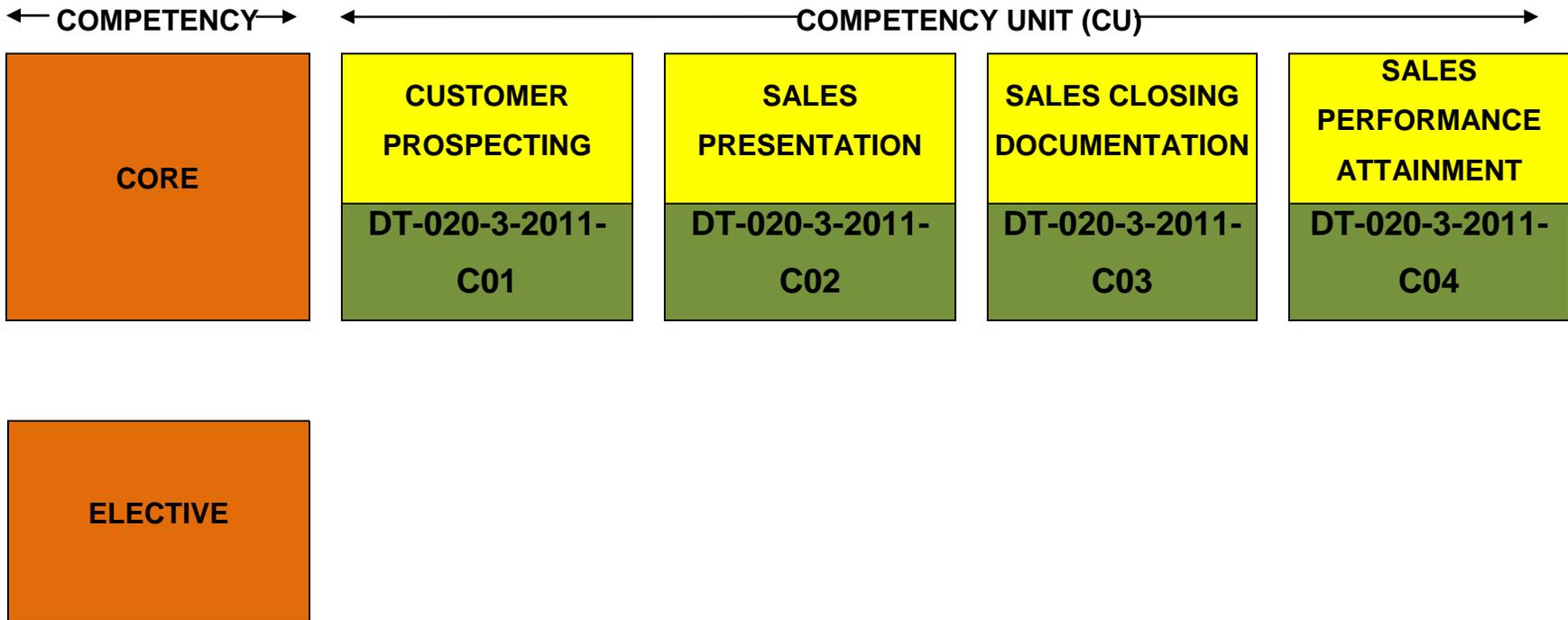
WHOLESALE SALES OPERATION

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1.	Yusouf Bin Mohd Puad	Penolong Pengurus Pemasaran Syarikat Faiza Sdn Bhd
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9.	Zulkifli Bin Idin	Marketing Manager Ziekif Sdn Bhd
10.	Syed Zulkifli Bin Syed Abdullah	Farm Manager Watanwaja Agrofarm
FACILITATOR		
1.	Nablan Bin Yusoff	Principal Consultant International Islamic research Academy (I-IRA) Sdn Bhd
CO-FACILITATOR		
1.	Salina Binti Roslan	Operation Executive International Islamic research Academy (I-IRA) Sdn Bhd

JOB PROFILE CHART (JPC)

SECTOR	DISTRIBUTIVE TRADE		
SUB SECTOR	WHOLESALE		
JOB AREA	SALES OPERATION		
JOB LEVEL	THREE (3)	JOB AREA CODE	DT-020-3-2011



COMPETENCY PROFILE (CP)

Sub Sector	WHOLESALE
Job Area	SALES OPERATION
Level	THREE (3)

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
1. Customer Prospecting	DT-020-3-2011-C01	Customer prospecting is obtaining customer information, contacting potential customer, obtaining customer time availability, appointment schedule planning, preparing potential customer report and ability to gather customer contact, confirm customer availability, confirm appointment, arrange customer meeting and	1. Review Customer Information 2. Carry out customer prospecting activities	1.1 Customer contact gathered according to company requirement 2.1 Potential customer identified according to company requirement 2.2 Potential customer contacted according to company requirement 2.3 Customer availability confirmed according to company requirement 2.4 Appointment with

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
		kept report for reference.	<p>3. Plan appointment schedule</p> <p>4. Prepare customer prospecting report</p>	<p>potential customer confirmed according to company requirement</p> <p>3.1 Customer meeting arranged based on customer availability</p> <p>3.2 Meeting date confirm to customer availability.</p> <p>4.1 Customer prospecting report produced according to company standard format</p> <p>4.2 Customer prospecting report kept for reference according to company standard operating procedure</p>

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
2. Sales Presentation	DT-020-3-2011-C02	Sales presentation is meeting activities and presentation with the customer in order to meet product specification based on the customer's demand.	1. Identify appointment details 2. Check sales kit availability 3. Present wholesale product specification 4. Perform sales negotiation	1.1 Customer meeting confirm according to customer availability 2.1 Sales kit ready for presentation according to company requirement 3.1 Product specification explained according to customer requirement 4.1 Sales term and condition agreed according to company and customer requirement

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
			5. Prepare sales approach report	5.1 Report kept for reference according to company standard operating procedure
3. Sales Closing Documentation	DT-020-3-2011-C03	Sales closing documentation involved obtaining the confirmation sales from the customers and preparing the contract and documentation. Ability to run the process will assure the new open account.	1. Review customer information 2. Prepare sales contract and agreement	1.1 Customer details gathered according to company requirement 2.1 Sales contract produced based on agreed Quotation according to company and customer requirement 2.2 Contract secured according to company requirement

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
4. Sales Performance Attainment	DT-020-3-2011-C04	Sales Performance Attainment describes the ability to attain or exceed personal sales targets under normal circumstances and also to ensure the relationship with customer prolongs	1. Identify sales target 2. Review customer record 3. Perform customer follow up	1.1 Sales target determined according to company requirement 2.1 Customer details gathered according to company standard operating procedure 3.1 Customer availability confirmed according to customer availability 3.2 Time and location meeting confirmed according to customer requirement 3.3 Customer meeting arranged according to customer requirement

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
			<p>4. Commit sales order</p>	<p>3.4 Customer requirement clarified according to company requirement</p> <p>3.5 Mapping schedule produced according to company requirement</p> <p>3.6 Customer feedback recorded according to company requirement</p> <p>3.7 Solution proposed for improvement according to customer requirement</p> <p>4.1 Sales order assigned according to customer requirement</p> <p>4.2 Order confirmed according to company requirement</p>

CU Title	CU Code	CU Descriptor	CU Work Activities	Performance Criteria
			5. Prepare customer service report	<p>4.3 Purchase order received according to company requirement</p> <p>5.1 Customer service report produced according to company requirement</p> <p>5.2 Report kept for reference according to company standard operating procedure</p>

CURRICULUM of COMPETENCY UNIT (CoCU)

Sub Sector	WHOLESALE						
Job Area	SALES OPERATION						
Competency Unit Title	CUSTOMER PROSPECTING						
Competency Unit Descriptor	Customer prospecting is obtaining customer information, contacting potential customer, obtaining customer time availability, appointment schedule planning, preparing potential customer report and ability to gather customer contact, confirm customer availability, confirm appointment, arrange customer meeting and kept report for reference.						
Competency Unit ID	DT-020-3-2011-C01	Level	3	Training Duration	148 Hours	Credit Hours	15

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
1. Review Customer Information	i. Type of customer information i.e. <ul style="list-style-type: none"> • Individual • Company • Internal • External • Local • International ii. Types of sources of customer information i.e. <ul style="list-style-type: none"> • Electronic • Media 			10 hours	Lecture	<ul style="list-style-type: none"> • Strength of potential customer identified according to company requirement • Focus sales target identified according to sales requirement

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<ul style="list-style-type: none"> • Direct call • Competitor • Business directory <p>iii. Internet browsing skill i.e.</p> <ul style="list-style-type: none"> • Yahoo • Google • Alibaba • Alltheweb • Mudah.my • Lelong • Etc <p>iv. Customer information i.e.</p> <ul style="list-style-type: none"> • Name of the company • Address • Telephone/fax no • Email • Contact person • Company registration no 					<ul style="list-style-type: none"> • Product movement identified according to company requirement

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	v. Mapping schedule					
		<ul style="list-style-type: none"> i. Identify customer information ii. Identify information sources method iii. Gather all required customer information iv. Record customer information v. Check customer information vi. Compile customer information vii. Capable to surf internet 	<ul style="list-style-type: none"> i. Resourceful of customer information ii. Integrity in customer information handling 	15 Hours	Demonstration	

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
2. Carry out customer prospecting activities	i. Customer information <ul style="list-style-type: none"> • Name of the company • Address • Telephone / fax number • Email • Contact 			12 hours	Lecture	<ul style="list-style-type: none"> • Prospect customer identified according to company requirement • Potential customer list

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<p>person</p> <ul style="list-style-type: none"> • Company registration number <p>ii. Type of customer requirement</p> <ul style="list-style-type: none"> • Product • Quality • Quantity • Delivery • specification <p>iii. Type of communication</p> <ul style="list-style-type: none"> • Verbal and non-verbal • Technological and non-technological • Mediated and non-mediated • Participatory and non-participatory <p>vi. Communication skill</p>					<p>gathered according to sales requirement</p> <ul style="list-style-type: none"> • Potential customer resources confirmed according to sales requirement

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<p>vii. Sources of customer information</p> <ul style="list-style-type: none"> • Introducer • Fax • Email • Walk in • Media • Direct call • Competitor • Business directory <p>viii. Prospecting checklist</p> <ul style="list-style-type: none"> • Date • Customer Name • Chop & Sign • Stock card • Calling card • Payment 					

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	ix. Customer feedback					
		<ul style="list-style-type: none"> i. Recognize potential customer ii. Identify customer contact information iii. Identify customer requirement iv. Capable to build rapport v. Record customer needs vi. Capable to make a clear communication vii. Capable to listen and not making 	<ul style="list-style-type: none"> i. Resourceful of customer prospecting technique ii. avoid Assumption making 	26 Hours	Demonstration	

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		<p>assumption</p> <p>viii. Identify customer feedback</p>				
3. Plan appointment schedule	<p>i. Time management</p> <ul style="list-style-type: none"> • Customer • personal <p>ii. Appointment schedule details</p> <ul style="list-style-type: none"> • Location • Time • Date • Contact person 			20 hours	Lecture	<ul style="list-style-type: none"> • Appointment location stated clearly according to sales plan • Appointment time stated clearly according to sales plan • Appointment date stated clearly according to sales plan • Appointment contact person stated clearly according to

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
						sales plan
		<ul style="list-style-type: none"> i. Confirm customer time availability ii. Confirm personal schedule availability iii. Produce appointment schedule iv. Check appointment schedule v. Confirm 	<ul style="list-style-type: none"> i. Resourceful of appointment schedule 	30 Hours	Demonstration	

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		appointment schedule vi. Produce Mapping schedule				
4. Prepare customer prospecting report	i. Customer prospecting report format ii. Procedure to prepare customer prospecting report iii. Customer information <ul style="list-style-type: none"> • Name of the company • Address • Telephone/fax number • Email • Contact person • Company registration number iv. Customer			15 hours	Lecture	<ul style="list-style-type: none"> • Prospective customer listed according to company standard operating procedure • Customer prospecting report met the company Traceability procedure • Customer information captured and recorded according to company requirement

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	requirement v. Customer feedback					
		<ul style="list-style-type: none"> i. Determine customer prospecting report format ii. Produce customer prospecting report iii. Check customer prospecting report iv. Confirm customer prospecting report v. Submit customer prospecting report 	<ul style="list-style-type: none"> i. Meticulous of Customer prospecting report format 	20 Hours	Demonstration	

Employability Skills

Core Abilities	Social Skills / Social Values
01.11 Apply thinking skills and creativity	1. Communication skills
02.10 Prepare report and instructions	2. Conceptual skills
02.11 Convey information and ideas to people	3. Interpersonal skills
03.09 Manage and improve performance of individuals	4. Multitasking and prioritizing
03.10 Provide consultation and counselling	5. Self-discipline
03.13 Develop and maintain team harmony and resolve conflicts	6. Teamwork
03.14 Facilitate and coordinate teams and ideas	7. Learning skills
04.06 Allocate work	8. Leadership skills
05.01 Implement project / work plans	9. Cooperation
05.02 Inspect and monitor work done and / or in progress	10. Patience
	11. Punctuality
	12. Honesty

Tools, Equipment and Materials (TEM)

ITEMS	RATIO (TEM : Trainees)
1. Check List	1:1
2. Telephone	1:10
3. Fax machine	1:10
4. Appointment Schedule	1:1
5. Calculator	1:5
6. Accounting software	1:5

References:

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2. William P. Danenburg and etc. (1978). *Introduction to Wholesale Distribution*. Englewood Cliffs, Nj: Prentice Hall. ISBN: 0135007771
3. Glynn C. Williams (2008). *Implementing SAP ERP Sales & Distribution*. McGraw-Hill, ISBN: 0071497056
4. Charles D. Brennan (1994). *Sales Questions That Close the Sale: How to Uncover Your Customers' Real Needs*. AMACOM Div American Mgmt Assn. ISBN: 0814478158
5. Gale Reference Team (2008). *Business For Sale; 50 -- Wholesale Trade-Durable Goods; MANUFACTURER OF UNIQUE PATENTED PRODUCTS.: An article from: Businesses for Sale: FirstList*. Vision Quest Publishing, Inc.
6. Robert Robbins and Rogene A. Robbins (2003). *Creating a Successful Craft Business*. Allworth Press. ISBN: 1581152779

Sub Sector	WHOLESALE						
Job Area	SALES OPERATION						
Competency Unit Title	SALES PRESENTATION						
Competency Unit Descriptor	Sales presentation is meeting activities and presentation with the customer in order to meet product specification based on the customer's demand.						
Competency Unit ID	DT-020-3-2011- C02	Level	3	Training Duration	203 Hours	Credit Hours	20

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
1. Identify appointment details	i. Schedule of appointment ii. Customer availability iii. Personal availability iv. Customer information <ul style="list-style-type: none"> • Name of the company • Address • Telephone / fax no • Email • Contact person • Company 			20 hours	Lecture	<ul style="list-style-type: none"> • Appointment planned according to company requirement • Appointment and customer availability confirmed according to customer requirement

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	registration no v. Type of customer <ul style="list-style-type: none"> • Individual • Company • Local • International vi. Nature of business <ul style="list-style-type: none"> • Product • Quantity • Quality vii. Company category viii. Company strength					
		i. Identify schedule appointment ii. Identify customer availability iii. Identify personal availability iv. Identify customer information	i. Resourceful of customer information	25 Hours	Demonstration	

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		v. Identify Type of customer vi. Identify nature of business vii. Identify company category viii. Identify company strength				
2. Check sales kit availability	i. Sales kit content <ul style="list-style-type: none"> • Product • Price • Quantity • Quality • Catalogue • Product sample ii. Customer requirement iii. Procedure to prepare sales kit iv. Supporting documents			15 hours	Lecture	<ul style="list-style-type: none"> • Customer requirement determined according to company standard operating procedure • Sales kit prepared according to customer requirement • Sales kit ready for presentation

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<ul style="list-style-type: none"> • Halal compliance status • Good Manufacturing Practice (GMP) certificate <p>v. Government acts and regulations compliance i.e</p> <ul style="list-style-type: none"> • Health certificate from Ministry of Health • Free sales certificate 					according to company requirement

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		<ul style="list-style-type: none"> i. Determine customer requirement ii. Determine sales kit content iii. Check sales kit availability iv. Confirm sales kit availability v. Follow procedure to prepare sales kit vi. Determine supporting documents vii. Determine Government acts and regulations compliance 	<ul style="list-style-type: none"> i. Meticulous of sales kit 	25 Hours	Demonstration	

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
3. Present wholesale product	i. Product information <ul style="list-style-type: none"> • Packaging • Quality • Sizing • Pricing • Quantity ii. Communication skills iii. Customer information iv. Type of customer <ul style="list-style-type: none"> • Individual • Company • Local • International v. Customer requirement vi. Procedure to present wholesales product			10 hours	Lecture	<ul style="list-style-type: none"> • Wholesale product presented according to company standard • Presentation met the customer requirement

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	vii. Format of wholesales products presentation					
		<ul style="list-style-type: none"> i. Capable to recognize customer feedback ii. Capable to build rapport iii. Capable to make clear explanation iv. Identify products information v. Identify customer information vi. Identify Customer requirement 	<ul style="list-style-type: none"> i. Resourceful of wholesale product ii. Follow company standard operating procedure 	18 Hours	Demonstration	

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		<p>vii. Follow procedure to present wholesales products presentation</p> <p>viii. Determine format of wholesale products presentation</p>				
4. Perform Sales Negotiation	<p>i. Procedure to sales negotiation</p> <p>ii. Communications skill</p> <p>iii. Ceilings price of the product</p> <p>iv. Promotion products</p> <p>v. Customer strength / weakness</p>			25 hours	Lecture	<ul style="list-style-type: none"> • Sales negotiation met customer and company requirement • Negotiation detail is recorded according to company standard operating procedure

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	vi. Mode of payment <ul style="list-style-type: none"> • Cash • Credit • Letter of credit • Standing instructions • Post dated cheque vii. Mode of delivery <ul style="list-style-type: none"> • Sea • Land • Air viii. Duration of delivery					<ul style="list-style-type: none"> • Negotiation result met customer specification and requirement • Payment term confirmed according to company and customer requirement • Delivery date confirmed according to customer requirement
		i. Follow Procedure to sales negotiation ii. Capable to build rapport iii. Capable to make a clear communication	i. Meticulous of sales negotiation	40 Hours	Demonstration	

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		iv. Capable to convince customer v. Capable to make a clear explanation vi. Identify information products vii. Identify customer strength and weakness viii. Identify term and conditions				
5. Prepare Sales approach report	i. Format of sales approach report ii. Procedure to prepare sales approach report iii. Sales approach report submission			10 hours	Lecture	<ul style="list-style-type: none"> • Sales approach report met the company standard requirement • Sales approach report kept and met the company traceability procedure

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	iv. Sales approach report filing v. Customer feedback					
		i. Determine sales approach report ii. Identify submission of sales approach report iii. Identify customer feedback	i. Meticulous in Sales approach report ii. Follow procedure to prepare sales approach report	15 Hours	Demonstration	

Employability Skills

Core Abilities	Social Skills / Social Values
01.11 Apply thinking skills and creativity 02.10 Prepare report and instructions 02.11 Convey information and ideas to people 03.09 Manage and improve performance of individuals 03.10 Provide consultation and counselling 03.13 Develop and maintain team harmony and resolve conflicts 03.14 Facilitate and coordinate teams and ideas 04.06 Allocate work 05.01 Implement project / work plans 05.02 Inspect and monitor work done and / or in progress	1. Communication skills 2. Conceptual skills 3. Interpersonal skills 4. Multitasking and prioritizing 5. Self-discipline 6. Teamwork 7. Learning skills 8. Leadership skills 9. Cooperation 10. Patience 11. Punctuality 12. Honesty

Tools, Equipment and Materials (TEM)

ITEMS	RATIO (TEM : Trainees)
1. Check List	1:1
2. Telephone	1:10
3. Fax machine	1:10

References:

1. Gale Reference Team (2008). *Business For Sale; 50 -- Wholesale Trade-Durable Goods; BOAT DEALER.: An article from: Businesses for Sale: FirstList* . Vision Quest Publishibg, Inc.
2. William P. Danenburg and etc. (1978). *Introduction to Wholesale Distribution*. Englewood Cliffs, Nj: Prentice Hall. ISBN: 0135007771
3. Glynn C. Williams (2008). *Implementing SAP ERP Sales & Distribution*. McGraw-Hill, ISBN: 0071497056
4. Charles D. Brennan (1994). *Sales Questions That Close the Sale: How to Uncover Your Customers' Real Needs*. AMACOM Div American Mgmnt Assn. ISBN: 0814478158
5. Gale Reference Team (2008). *Business For Sale; 50 -- Wholesale Trade-Durable Goods; MANUFACTURER OF UNIQUE PATENTED PRODUCTS.: An article from: Businesses for Sale: FirstList*. Vision Quest Publishibg, Inc.
6. Robert Robbins and Rogene A. Robbins (2003). *Creating a Successful Craft Business*. Allworth Press. ISBN: 1581152779

CURRICULUM of COMPETENCY UNIT (CoCU)

Sub Sector	WHOLESALE						
Job Area	SALES OPERATION						
Competency Unit Title	SALES CLOSING DOCUMENTATION						
Competency Unit Descriptor	Sales closing documentation involved obtaining the confirmation sales from the customers and preparing the contract and documentation. Ability to run the process will assure the new open account.						
Competency Unit ID	DT-020-3-2011- C03	Level	3	Training Duration	135 Hours	Credit Hours	14

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
1. Review customer information	i. Customer information <ul style="list-style-type: none"> • Name of the company • Address • Telephone / fax no • Email • Contact person • Company registration no 			8 hours	Lecture	<ul style="list-style-type: none"> • Customer information gathered according company requirement • Customer details kept according to company standard operating procedure

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		i. Determine customer information ii. Acquire customer information iii. Interpret customer information iv. Confirm customer information	i. Follow company standard operating procedure	15 Hours	Demonstration	
2. Prepare Sales Contract	i. Sales contract format ii. Content of Sales Contract document <ul style="list-style-type: none"> • Price • Quantity • Quality • Bank Statement • ROC/ROB Documents • Company Profile 			10 hours	Lecture	<ul style="list-style-type: none"> • Sales Contract prepared according to company standard • Sales contract met the company and customer requirement

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	iii. Sales Contract Terms & conditions <ul style="list-style-type: none"> • Cash • Credit iv. Mode of Delivery <ul style="list-style-type: none"> • Sea • Land • Air 					<ul style="list-style-type: none"> • Sales contract validation, term and condition are clearly specified according to company standard requirement
		i. Determine Sales contract format ii. Determine contents of Sales Contract document iii. Determine Sales Contract Terms & conditions v. Determine Mode of Delivery	i. Follow company standard operating procedure	18 Hours	Demonstration	

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		vi. Obtain details of Sales Contract document vii. Compute details of Sales Contract document viii. Compile Sales Contract supporting document				
3. Establish new customer account	i. New customer account opening procedure ii. Customer information <ul style="list-style-type: none"> • Name of the company • Address • Telephone/fax no • Email • Contact person • Company registration number 			15 hours	Lecture	<ul style="list-style-type: none"> • New Customer account opened according to company standard and requirement • New Customer file opened for monitoring after sales service according to company standard operating procedure

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	iii. Details of purchase order <ul style="list-style-type: none"> • Quantity • Quality • Price • Delivery date iv. Sales Contract Terms & conditions <ul style="list-style-type: none"> • Cash • Credit v. Types of customer <ul style="list-style-type: none"> • Company • Individual • Local • International 					
		i. Identify new customer information ii. Determine details of purchase order	i. Follow company standard operating procedure ii. Follow sales term & condition	25 Hours	Demonstration	

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		<ul style="list-style-type: none"> iii. Determine Sales Contract Terms & conditions iv. Determine category of customer v. Recognise New customer account opening procedure vi. Obtain details of new customer account requirement vii. Compile required documentation for new account opening 				

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
4. Perform Sales Closing Documentation Compilation	<ul style="list-style-type: none"> i. Customer sales closing documentation report format ii. Procedure to prepare sales closing documentation report iii. Report writing skill iv. Filing system 			18 hours	Lecture	<ul style="list-style-type: none"> • Sales closing report compiled according to company standard • New customer report and detail kept according to company requirement
		<ul style="list-style-type: none"> i. Determine customer prospecting report format ii. Produce customer prospecting report iii. Check customer prospecting report 	<ul style="list-style-type: none"> i. Accuracy in sales closing documentation report 	26 Hours	Demonstration	

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		iv. Confirm customer prospecting report v. Submit customer prospecting report vi. Safe keep customer prospecting report				

Employability Skills

Core Abilities	Social Skills / Social Values
01.11 Apply thinking skills and creativity 02.10 Prepare report and instructions 02.11 Convey information and ideas to people 03.09 Manage and improve performance of individuals 03.10 Provide consultation and counselling 03.13 Develop and maintain team harmony and resolve conflicts 03.14 Facilitate and coordinate teams and ideas 04.06 Allocate work 05.01 Implement project / work plans 05.02 Inspect and monitor work done and / or in progress	1. Communication skills 2. Conceptual skills 3. Interpersonal skills 4. Multitasking and prioritizing 5. Self-discipline 6. Teamwork 7. Learning skills 8. Leadership skills 9. Cooperation 10. Patience 11. Punctuality 12. Honesty

Tools, Equipment and Materials (TEM)

ITEMS	RATIO (TEM : Trainees)
1. Computer 2. Check List 3. Telephone 4. Fax machine 5. Sales contract document 6. Purchase order form	1:10 1:1 1:20 1:20 1:10 1:1

References:

1. Gale Reference Team (2008). *Business For Sale; 50 -- Wholesale Trade-Durable Goods; BOAT DEALER.: An article from: Businesses for Sale: FirstList* . Vision Quest Publishibg, Inc.
2. William P. Danenburg and etc. (1978). *Introduction to Wholesale Distribution*. Englewood Cliffs, Nj: Prentice Hall. ISBN: 0135007771
3. Glynn C. Williams (2008). *Implementing SAP ERP Sales & Distribution*. McGraw-Hill, ISBN: 0071497056
4. Charles D. Brennan (1994). *Sales Questions That Close the Sale: How to Uncover Your Customers' Real Need*. AMACOM Div American Mgmnt Assn. ISBN: 0814478158
5. Gale Reference Team (2008). *Business For Sale; 50 -- Wholesale Trade-Durable Goods; MANUFACTURER OF UNIQUE PATENTED PRODUCTS.: An article from: Businesses for Sale: FirstList*. Vision Quest Publishibg, Inc.
6. Robert Robbins and Rogene A. Robbins (2003). *Creating a Successful Craft Business*. Allworth Press. ISBN: 1581152779

CURRICULUM of COMPETENCY UNIT (CoCU)

Sub Sector	WHOLESALE						
Job Area	SALES OPERATION						
Competency Unit Title	SALES PERFORMANCES ATTAINMENT						
Competency Unit Descriptor	Sales Performance Attainment describes the ability to attain or exceed personal sales targets under normal circumstances and also to ensure the relationship with customer prolongs						
Competency Unit ID	DT-020-3-2011- C04	Level	3	Training Duration	184 Hours	Credit Hours	18

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
1. Identify sales target	i. Types of customer i.e.: <ul style="list-style-type: none"> • Retailer • Wholesaler • Hypermarket ii. Territory characteristics and features iii. Types of products and services iv. Factor affecting personal sales			15 hours	Lecture	<ul style="list-style-type: none"> • Sales target set according to company requirement • Sales area, product and services identified and confirmed according to sales requirement

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		i. Determine types of customer ii. Determine territory characteristics and features iii. Determine types of products and services iv. Recognise factor affecting personal sales	i. Resourceful of customer types	30 Hours	Demonstration	<ul style="list-style-type: none"> Factor affecting personal sales determined according to sales requirement
2. Review Customer record	i. Existing customer information <ul style="list-style-type: none"> Name of the company Address Telephone / fax no Email 			15 hours	Lecture	<ul style="list-style-type: none"> Existing customer information determined according to company requirement

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	<ul style="list-style-type: none"> • Contact person • Company registration no <p>ii. Company strength</p> <ul style="list-style-type: none"> • Big/ small account • Active/ non Active <p>iii. Repeating order</p> <p>iv. Customer payment track record</p> <p>v. Customer Feedback</p>					<ul style="list-style-type: none"> • Customer record obtained according to sales requirement and company standard operating procedure
		<p>i. Determine existing customer information</p> <p>ii. Acquire customer record</p> <p>iii. Interpret customer record</p>	<p>i. Resourceful of customer record</p>	<p>25 Hours</p>	<p>Demonstration</p>	

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
3. Perform customer follow up	i. Communication skill ii. Time management <ul style="list-style-type: none"> • Customer availability • Personal availability iii. Customer information <ul style="list-style-type: none"> • Name of the company • Address • Telephone / fax no • Email • Contact person iv. Service relation procedure v. Follow up checklist <ul style="list-style-type: none"> • Date • Customer Name • Chop & Sign • Stock card • Calling card • Payment 			20 hours	Lecture	<ul style="list-style-type: none"> • Customer feedback recorded • Solution proposed for improvement according to customer requirement • Mapping schedule produced according to company requirement

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
	vi. Mapping Schedule					
		<ul style="list-style-type: none"> i. Organize customer need ii. Customer requirement clarified iii. Record customer feedback iv. Propose solutions for feedbacks v. Fill in follow up checklist vi. Produce Mapping schedule 	<ul style="list-style-type: none"> i. Meticulous of customer follow up 	30 Hours	Demonstration	

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
4. Commit sales order	i. Customer requirement ii. Commit sales order procedure iii. Customer account status iv. Account statement v. Stock level availability			8 hours	Lecture	<ul style="list-style-type: none"> Customer requirement selected according to company standard operating procedure Commit sales order procedure confirmed according to sales requirement
		i. Confirm customer requirement ii. Determine Commit sales order procedure iii. Identify Customer account status iv. Assess Account statement v. Confirm Stock level availability	i. Resourceful of customer requirement ii. Meticulous of sales order	16 Hours	Demonstration	<ul style="list-style-type: none"> Customer account status determined Account statement assessed according to company requirement

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
						<ul style="list-style-type: none"> • Stock level availability Confirmed according to sales requirement
5. Prepare customer service report	i. Format of customer service report ii. Procedure to prepare customer service report iii. Customer feedback			10 hours	Lecture	<ul style="list-style-type: none"> • Customer service report format selected according to company requirement • Customer service report prepared according to company standard operating procedure

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
						<ul style="list-style-type: none"> Submission of customer service report confirmed according to company requirement
		<ul style="list-style-type: none"> i. Determine customer service report format ii. Follow procedure to prepare customer service report format iii. Identify submission of customer service report format sales approach report 	<ul style="list-style-type: none"> i. Resourceful of customer service report 	15 Hours	Demonstration	

Work Activities	Related Knowledge	Applied Skills	Attitude / Safety / Environmental	Training Hours	Delivery Mode	Assessment Criteria
		iv. Submit customer service report v. Preserve customer service report				

Employability Skills

Core Abilities	Social Skills / Social Values
01.11 Apply thinking skills and creativity 02.10 Prepare report and instructions 02.11 Convey information and ideas to people 03.09 Manage and improve performance of individuals 03.10 Provide consultation and counselling 03.13 Develop and maintain team harmony and resolve conflicts 03.14 Facilitate and coordinate teams and ideas 04.06 Allocate work 05.01 Implement project / work plans 05.02 Inspect and monitor work done and / or in progress	1. Communication skills 2. Conceptual skills 3. Interpersonal skills 4. Multitasking and prioritizing 5. Self-discipline 6. Teamwork 7. Learning skills 8. Leadership skills 9. Cooperation 10. Patience 11. Punctuality 12. Honesty

Tools, Equipment and Materials (TEM)

ITEMS	RATIO (TEM : Trainees)
1. Computer	1:5
2. Check List	1:1
3. Telephone	1:20
4. Fax machine	1:20
5. Sales contract document	1:10
6. Purchase order form	1:1
7. Calculator	1:5
8. Accounting software	1:5

References:

1. Gale Reference Team (2008). *Business For Sale; 50 -- Wholesale Trade-Durable Goods; BOAT DEALER.: An article from: Businesses for Sale: FirstList.* Vision Quest Publishibg, Inc.
2. William P. Danenburg and etc. (1978). *Introduction to Wholesale Distribution.* Englewood Cliffs, Nj: Prentice Hall. ISBN: 0135007771
3. Glynn C. Williams (2008). *Implementing SAP ERP Sales & Distribution.* McGraw-Hill, ISBN: 0071497056
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6. Robert Robbins and Rogene A. Robbins (2003). *Creating a Successful Craft Business.* Allworth Press. ISBN: 1581152779

Summary of Training Duration

NO.	COMPETENCY UNIT TITLE	WORK ACTIVITIES	RELATED KNOWLEDGE	APPLIED SKILLS	HOURS	ASSESSMENT (KA & PA)	TOTAL (Hours)
1	Customer Prospecting	Review Customer Information	10	15	25		148
		Carry out customer prospecting activities	12	26	38		
		Plan appointment schedule	20	30	50		
		Prepare customer prospecting report	15	20	35		
2	Sales Presentation	Identify appointment details	20	25	45		203
		Check sales kit availability	15	25	40		
		Present wholesale product specification	10	18	28		
		Perform sales negotiation	25	40	65		
		Prepare sales approach report	10	15	25		
3	Sales Closing Documentation	Review customer information	8	15	23		135
		Prepare sales contract and agreement	10	18	28		
		Establish new customer account	15	25	40		
		Perform sales closing documentation compilation	18	26	44		
4	Sales Performance Attainment	Identify sales target	15	30	45		184
		Review Customer record	15	25	40		

NO.	COMPETENCY UNIT TITLE	WORK ACTIVITIES	RELATED KNOWLEDGE	APPLIED SKILLS	HOURS	ASSESSMENT (KA & PA)	TOTAL (Hours)
		Perform customer follow up	20	30	50		
		Commit sales order	8	16	24		
		Prepare customer service report	10	15	25		
TOTAL HOURS (CORE Competencies)			256	414	670		670