



Canadian
Supply Chain
Sector Council

Conseil canadien
sectoriel de la chaîne
d'approvisionnement

Sales and Marketing Manager - Supply Chain

Introduction

Sales and marketing managers - supply chain, plan, organize, direct, manage, evaluate, and are responsible for the activities of establishments and departments involved in sales and marketing of supply chain services. This includes the identification of opportunities for operational improvements. Management specializations in sales or marketing functions may be present in organizations depending upon the nature, size and complexity of the organization.

Document Use

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| Enter data, such as readings and quantities, into tally sheets and logbooks. (Low Complexity) |
| Locate data on labels, e.g. view product labels to locate product numbers and specifications, such as sizes and weights. (Low Complexity) |
| Observe warning signs and symbols, e.g. identify Workplace Hazardous Materials Information System (WHMIS) symbols on product labels to learn about hazards. (Low Complexity) |
| Complete a variety of moderately complex forms, e.g. record times, dates, names and other data on requisition, back order and inventory forms. (Medium Complexity) |
| Enter data into lists, tables and schedules, e.g. enter stock counts into inventory control forms. (Medium Complexity) |
| Locate data in lists and tables, e.g. locate names and contact information on customer contact lists. (Medium Complexity) |
| Complete complex forms, such as warranty claims, supply order sheets and <u>requisition forms</u> , by combining data from several sources. (High Complexity) |
| Interpret graphs, e.g. interpret line graphs and <u>pie charts</u> to learn about sales trends and the effectiveness of marketing campaigns. (High Complexity) |
| Locate data in complex lists and tables, e.g. navigate large data tables that list thousands of products and contain information expressed as numbers, <u>codes</u> and specialized abbreviations. (High Complexity) |
| May study assembly drawings, e.g. study assembly drawings to understand the order in which product components are assembled. (High Complexity) |

Numeracy

Whole Numbers

Add, subtract, multiply and divide whole numbers. (Medium Complexity)

Fractions

Add, subtract, multiply and divide fractions. (Medium Complexity)

Decimals

Add, subtract, multiply and divide decimals. (Medium Complexity)

Data Analysis

Calculate and use totals, sub-totals and basic summary measures like averages and rates; perform proportional calculations. (Medium Complexity)

Construct and solve equations with one to three different variables and use common formulas. (Medium Complexity)

Perform measurement conversions, e.g. convert litres of gas to gallons; convert between wrench sizes in inches and those in millimetres; convert between measurements in fractions and decimals. (Medium Complexity)

Percent

Read, write and calculate percentages. (Medium Complexity)

Oral Communication

Listen to voicemail messages from co-workers and customers. (Low Complexity)

Talk to suppliers and manufacturers, e.g. talk to suppliers to learn about the availability of products. (Low Complexity)

Exchange information with customers, e.g. talk with customers to determine their needs and explain the benefits and features of various products and services. (Medium Complexity)

Exchange information with staff, e.g. speak with staff to provide instruction, co-ordinate duties and exchange customer and product information. (Medium Complexity)

Participate in staff meetings to discuss products, promotions, customers and problems and to engage in strategic planning. (Medium Complexity)

Discuss job performance with staff, e.g. speak to staff about their performance and offer suggestions for improvement and encouragement as required. (High Complexity)

Discuss sales strategies with senior managers, e.g. discuss the outcomes of promotions with managers and brainstorm new ideas. (High Complexity)

Negotiate contracts and agreements, e.g. negotiate the terms and conditions of large, multi-year service agreements. (High Complexity)

Reading

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| Read short instructions and warnings on signs, labels and packaging. (Low Complexity) |
| Read short notes, e.g. read short messages from staff to learn about work that was not completed. (Low Complexity) |
| Read short texts and notes on estimates, work orders and other forms, e.g. reading notes to learn the details of a custom order. (Low Complexity) |
| Read job applications and resumes, job descriptions and employee performance evaluations. (Medium Complexity) |
| Read letters, e.g. read letters from customers to learn how satisfied they are with products and services. (Medium Complexity) |
| Read memos and bulletins, e.g. read bulletins to learn about changes to warranty programs and product features. (Medium Complexity) |
| May read and interpret contracts, e.g. read contracts to learn the terms and conditions of warranties and the procedures to follow when submitting claims. (High Complexity) |
| Read regulations and collective agreements, e.g. read labour laws and workers' compensation legislation to learn about regulations governing items, such as wages, hours of work, statutory holidays and workplace safety. (High Complexity) |
| Read sales reports, e.g. read sales reports to learn about the outcomes of sales promotions and strategies for future events. (High Complexity) |
| Read trade magazines and online articles for current information about products and consumer trends. (High Complexity) |

Thinking Skills

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| Choose work procedures and tools for common tasks. (Low Complexity) |
| Decide whether a product is appropriate for sale, e.g. decide to remove products that do not meet quality standards. (Medium Complexity) |
| Evaluate the suitability of products to stock, e.g. consider the number of requests, volume of sales for other similar items, reviews of latest products and design trends. (Medium Complexity) |
| Evaluate work processes to determine the degree to which they meet key performance targets and adhere to standards. (Medium Complexity) |
| Select staff schedules, e.g. select staffs' hours of work based on scheduling needs and individual performance. (Medium Complexity) |
| Evaluate the effectiveness of systems, e.g. evaluate the effectiveness of purchasing policies, procedures and financial control systems. (High Complexity) |
| Evaluate the features, benefits and costs of products relative to the features, benefits and costs of similar products. (High Complexity) |
| Evaluate the performance of sales promotions, e.g. consider how much revenue was generated and the money and effort spent on marketing activities. (High Complexity) |

Make human resource decisions, e.g. decide which job applicants to hire using information collected from resumes, references and job interviews. (High Complexity)

Writing

Enter short text passages into log books and forms, e.g. write the details of customer requests in log books. (Low Complexity)

Write brief reminder notes, e.g. write brief notes to remind co-workers about upcoming service calls. (Low Complexity)

May write job descriptions for new positions and write modifications to existing job descriptions. (Medium Complexity)

Write email messages to co-workers, supervisors and customers, e.g. write email to answer customer questions about products and to provide updates on back-ordered and shipped items. (Medium Complexity)

May write operating manuals and policies, e.g. write operating manuals to outline how staff are to follow-up on sales calls. (High Complexity)

May write product descriptions and merchandising instructions, e.g. may describe the positive features of new product lines in product information sheets for their organizations' sales staffs. (High Complexity)

Write lengthy reports to management, e.g. write reports that present analyses of sales for different products, summaries of promotional activities and recommendations for changes in product lines and merchandising methods. (High Complexity)

Write letters of discipline and performance evaluations detailing the actions and performance of employees under their supervision. (High Complexity)

Business and Management

Understand basic business and management principles. (Low Complexity)

Understand business and management principles and how they are applied on the job. (Medium Complexity)

Understand complex business and management principles and their application. (High Complexity)

Customer Service

Understand basic customer service practices. (Low Complexity)

Understand customer service practices and how they impact customers. (Medium Complexity)

Understand best practices in customer service and their impact on the organization's success. Advanced knowledge of customer service practices relevant to sales and marketing managers. (High Complexity)

Digital Skills

Understand basic computer functions and uses. (Low Complexity)

Understand computer functions and how they are used on the job. (Medium Complexity)

Security

Understand basic supply chain security practices. (Low Complexity)

Understand supply chain security practices and how they are applied on-the-job. (Medium Complexity)

Standards and Regulations

Understand basic standards and regulations. (Low Complexity)

Understand standards and regulations and how they are applied on the job. (Medium Complexity)

Teamwork

Understand the basics of teamwork. (Low Complexity)

Understand teamwork practices and how they can be used to develop strong teams. (Medium Complexity)

Understand best practices, the theory behind them and how they are applied in the workplace. (High Complexity)

Workplace Safety

Understand basic workplace safety practices. (Low Complexity)

Understand workplace safety practices and how they are applied on-the-job. (Medium Complexity)