


Name of the Unit:	Managing a continuous improvement process for sales promotion		
Reference to the qualification:	Industrial Clerk (Germany)		
Ggf.: Area of work tasks: Marketing/ Business Processes and Markets / Sales promotion		EQF-level: 4	DQR-level: 4
<p>Description of the Unit: The task starts with an analysis of the current sales promotion process. Meetings are to be prepared. The responsible teams have to be informed about the feedback and improvement process as well as about the targets. After that all team members can try out the instruments for the store check. The communication has to be organized and the feedback analyzed. Within further meetings problem solving has to be moderated. Finally reports have to be written and spread to all team members as help for optimal store checks. The whole process has to be documented and implemented in the sales promotion department. In Addition the Intranet platform has to be developed for special support of the project.</p>			
Knowledge	Skills	Competence	
He/she is able to: <ul style="list-style-type: none"> • describe the structure of retail services • explain processes of sales promotion at the POS • describe moderation techniques for meetings • describe project instruments • explain the handling of online platforms • explain the handling of Powerpoint, Word and Excel • describe the structure of reports 	He/she is able to: <ul style="list-style-type: none"> • organize a communication process • analyze the Perfect Store Process • develop an individual project plan • present processes and targets for optimization • collect and analyze data • analyze critical points of processes • moderate meetings concerning process optimization • write reports • develop an online channel • develop handouts / booklets • present project results for managers 	He/she is able to: <ul style="list-style-type: none"> • organize self-consistent a continuous improvement process for sales promotion based on information from responsible colleagues • analyze quickly complex situations by looking at multiple causes and effects • present the Perfect Store Process and the instruments for controlling the process and performance of supermarkets effectively • moderate meetings to find solutions for improvement activities • work highly motivated and creative with colleagues and managers 	
Additional information : The Unit refers to the General Training Plan (Business Processes and Markets) and the Learning Field (Marketing) for Industrial Clerk in Germany.			
Developed by: Berufsschule Schlankreie in cooperation with Unilever			