



Australian Government

ICTPRO501 Develop training, marketing and sales resources for telecommunications products

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with ICT Information and Communications Technology Training Package Version 2.0.

Application

This unit describes the skills and knowledge required to develop documentation and training material, providing product-specific technical information resources for use by technical, sales and training personnel within an organisation.

It applies to individuals with responsibilities for professional development on product-specific material who may be technical or semi-technical staff involved in sales and marketing of new and emerging technologies in next generation networks (NGN). The training resources, including web resources, are likely to be for new products using emerging technologies, supplied by the service provider.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Unit Sector

Telecommunications – product skills and advice

Elements and Performance Criteria

Elements	Performance Criteria
<i>Elements describe the essential outcomes</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Prepare information and formats for training, marketing and sales resources	1.1 Identify target audience, product type, resources type, format and purpose to be developed 1.2 Locate enterprise resources relating to telecommunications product information and technical data suitable for training, such as marketing and sales materials, manufacturer's documentation and sites for suitable resources 1.3 Research range of formats for resources and materials to meet

	<p>requirements of identified audience</p> <p>1.4 Determine specifications for resource material and confirm with client for approval</p>
2. Develop resources and obtain approvals	<p>2.1 Produce draft training, marketing and sales resources in consultation with relevant user groups and training resource designers</p> <p>2.2 Check that resources are for latest product available for sales and marketing</p> <p>2.3 Produce clear and accurate training manuals and user guides</p> <p>2.4 Confirm accuracy of information with appropriate technical staff prior to publication or production, and obtain approvals</p>
3. Monitor distribution and maintenance of resources	<p>3.1 Develop schedule for distribution of resources consistent with product or facility release and list of users</p> <p>3.2 Seek feedback on content and presentation from users and make improvements as required</p>

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.1-1.4, 2.2, 2.4, 3.2	<ul style="list-style-type: none"> Critically organises, evaluates and applies content from a range of structurally complex texts including client briefs, product and technical information and interpretation of feedback from users
Writing	1.3, 1.4, 2.1, 2.3, 3.1, 3.2	<ul style="list-style-type: none"> Generates complex written texts appropriate for a specific audience, demonstrating control over a broad range of writing styles and purposes
Oral Communication	1.1, 1.4, 2.1, 2.4, 3.2	<ul style="list-style-type: none"> Establishes and maintains complex and effective rapport with clients and colleagues, with a depth

		of understanding that includes multiple and unstated meanings
Navigate the world of work	1.4, 2.4	<ul style="list-style-type: none"> Recognises and follows explicit and implicit protocols in relation to liaison with clients and staff Ensures knowledge of legislative requirements and products is kept up to date to provide accurate information
Get the work done	1.1-1.4, 2.1, 2.2, 3.2	<ul style="list-style-type: none"> Uses a mix of intuitive and formal processes to identify key information and issues, evaluate alternative strategies, anticipate consequences and consider implementation issues and contingencies in relation to resource production Makes a range of critical and non-critical decisions in relatively complex situations, taking a range of constraints into account when determining content and format requirements Adopts content and presentation proposals suggested by others and finds ways to make them work in practice Reflects on the ways in which digital systems and tools are used or could be used to develop resources, and begins to recognise strategic as well as operational applications

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
ICTPRO501 Develop training, marketing and sales resources for telecommunications products	ICTPRO5026A Develop training, marketing and sales resources for telecommunications products	Updated to meet Standards for Training Packages	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=a53af4e4-b400-484e-b778-71c9e9d6aff2>

