



Australian Government

Department of Education, Employment and Workplace Relations

ICTPRO5026A Develop training, marketing and sales resources for telecommunications products

Release: 1

ICTPRO5026A Develop training, marketing and sales resources for telecommunications products

Modification History

Not Applicable

Unit Descriptor

Unit descriptor	<p>This unit describes the performance outcomes, skills and knowledge required to develop documentation and training material providing product-specific technical information to clients within an organisation.</p> <p>The training resources are likely to be for new products using emerging technologies supplied by the service provider.</p> <p>No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement but users should confirm requirements with the relevant federal, state or territory authority.</p>
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Application of the Unit

Application of the unit	<p>Staff with high level communication skills who are involved in sales and marketing of new and emerging technologies of Next Generation Networks (NGN) apply the skills and knowledge in this unit.</p> <p>They may be technical or semi-technical staff with responsibilities for professional development on product-specific material.</p> <p>They develop product technical information resources, including web resources for use by technical, sales and training personnel.</p>
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Licensing/Regulatory Information

Refer to Unit Descriptor

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Prepare information and formats for training, marketing and sales resources	<p>1.1. Identify target audience, product type, resources type, format and purpose to be developed</p> <p>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</p> <p>1.3. Research a range of formats for the resources and materials to meet requirements of the identified audience</p> <p>1.4. Determine specifications for the resource material and confirm with customer 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 the latest product available for sales and marketing</p> <p>2.3. Produce clear and accurate training manuals and user guides for consultation</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 the content and presentation from users and make improvements as required</p>

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE
This section describes the skills and knowledge required for this unit.
Required skills
<ul style="list-style-type: none"> • analytical skills to determine enterprise information requirements • communication skills to: <ul style="list-style-type: none"> • explain product information • liaise with others to determine needs

REQUIRED SKILLS AND KNOWLEDGE
<ul style="list-style-type: none">• interpersonal skills to relate to customers and other members of staff• literacy skills to:<ul style="list-style-type: none">• develop written technical information resources• interpret technical specifications and related documentation• PC skills to collate and present information• planning and organisational skills to:<ul style="list-style-type: none">• plan project requirements and priorities• prepare for distribution of product technical information for technical, sales and training staff• research skills to gain and maintain relevant and current technical knowledge
Required knowledge
<ul style="list-style-type: none">• common customer telecommunications applications and related equipment• occupational health and safety (OHS) and regulatory requirements• specific product knowledge and reference documents relevant to products• technical terminology• training resource development

Evidence Guide

EVIDENCE GUIDE	
The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.	
Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	<p>Evidence of the ability to:</p> <ul style="list-style-type: none"> interpret and use equipment and system manuals, specifications, relevant enterprise policy and documentation develop training resources for different knowledge and skill levels evaluate web-based training resources implement improvements based on feedback provide a range of resource types, including print based and web-based.
Context of, and specific resources for assessment	<p>Assessment must ensure:</p> <ul style="list-style-type: none"> workplace where technical information may be developed and distributed to technical, sales and training staff relevant product technical information, databases, legislative requirements and other site and project related documentation.
Methods of assessment	<p>A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:</p> <ul style="list-style-type: none"> review of resources developed in different formats by the candidate for a range of training resources oral or written questioning to assess knowledge of the process for researching and creating training resources.
Guidance information for assessment	<p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:</p> <ul style="list-style-type: none"> ICTEDU5025A Develop and deliver training associated with new or modified products. <p>Aboriginal people and other people from a non-English speaking background may have second language issues.</p>

EVIDENCE GUIDE

	<p>Access must be provided to appropriate learning and assessment support when required.</p> <p>Assessment processes and techniques must be culturally appropriate, and appropriate to the oral communication skill level, and language and literacy capacity of the candidate and the work being performed.</p> <p>In all cases where practical assessment is used it will be combined with targeted questioning to assess required knowledge. Questioning techniques should not require language, literacy and numeracy skills beyond those required in this unit of competency.</p> <p>Where applicable, physical resources should include equipment modified for people with special needs.</p>
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Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Target audience may refer to:

- customers
- marketing staff
- new staff
- personnel external or internal to the organisation
- promotional staff
- sales personnel
- technical staff
- trainers.

Resources may include:

- brochures
- manuals:
 - technical

RANGE STATEMENT	
	<ul style="list-style-type: none">• training• manufacturer's materials• product presentations• specific resources for disability groups• user guides• web-based training resources• websites.

RANGE STATEMENT	
<i>Telecommunications product information and technical data</i> may relate to:	<ul style="list-style-type: none"> • customer premises equipment (CPE) products: <ul style="list-style-type: none"> • accessories • computer equipment • local or wide area network equipment • mobile phones • modems • comparison charts • information intended to assist sales representatives • installation and set-up procedures • launch of new product • network facilities and system features • new vendor products and technologies • owner's manuals • peripherals • product database: <ul style="list-style-type: none"> • model numbers • recalls • serial numbers • upgrades • variants.
<i>User groups</i> may be:	<ul style="list-style-type: none"> • human resources section • marketing and sales section • section or project managers • supervisors • training or staff development officers.
<i>Training resource designers</i> may be:	<ul style="list-style-type: none"> • brochure designer • contracted • in-house • manual designer • web designer.
<i>Appropriate technical staff</i> may include:	<ul style="list-style-type: none"> • equipment supplier • technical designers • technical staff responsible for providing product information and technical data • vendor technical expert.

Unit Sector(s)

Unit sector	Telecommunications
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Co-requisite units

Co-requisite units		

Competency field

Competency field	Product skills and advice
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