



Australian Government

**MEM22018 Coordinate sales and
promotion of engineering-related products
or services**

Release: 1

MEM22018 Coordinate sales and promotion of engineering-related products or services

Modification History

Release 1. Supersedes and is equivalent to MEM22018A Coordinate sales and promotion of engineering-related products or services.

Application

This unit of competency defines the skills and knowledge required to coordinate sales and promotion of products or services that require engineering knowledge and is suitable for people working in marketing and sales where detailed engineering-related advice must be provided or where technically advanced products or services are sold.

Individuals completing this work either already have or are developing skills and experience in personal and electronic communication, self-directed and group activities, planning and scheduling, process improvement, performance analysis, and an understanding of technology, skills and techniques required by operations and projects.

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

Pre-requisite Unit

MEM16006 Organise and communicate information

Competency Field

Management and organisation

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. Review organisational operations, markets and customer base	1.1 Follow standard operating procedures (SOPs) 1.2 Comply with work health and safety (WHS) requirements at all times 1.3 Define sales, service and marketing strategic objectives for engineering-related products or services 1.4 Establish nature and context of products or services including market potential, technical advantage, customer-supplier relationships and relevant regulatory requirements

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
	1.5 Review functional team relationships and organisational fit, available technical and professional support services, communications and reporting lines 1.6 Review sustainability and life cycle implications of products and services 1.7 Review legal obligations of organisation and team related to consumer protection, trade practices, environmental and commercial legislation related to product or service delivery 1.8 Identify relevant organisation accounts and budgets and establish procedures for compliance 1.9 Identify available software for marketing and sales operations
2. Coordinate sales, service and promotions activities	2.1 Establish implementation plan, schedule and budgets to achieve promotional and sales objectives 2.2 Establish procedures to record progress against objectives, schedule and budget 2.3 Participate in and supervise engineering-related sales, service and promotions with stakeholders including customers 2.4 Establish processes to ensure self and team maintain currency of technical knowledge of organisation's products and services 2.5 Establish continuous improvement of sales and promotion activities
3. Monitor sales and promotion activities	3.1 Communicate and negotiate with stakeholders to establish organisational capability, feedback on improvement opportunities and customer needs, marketing opportunities, and development needs of sales and marketing team 3.2 Address constraints and contingencies, and adjust any short-term planning and rescheduling requirements 3.3 Monitor implementation of objectives by priority, strategy and schedule
4. Report outcomes	4.1 Record progress and results in accordance with procedures 4.2 Provide documentation, data entry and analysis according to organisational requirements

Foundation Skills

Range of Conditions

This field allows for different work environments and conditions that may affect performance. Essential operating conditions that may be present (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) are included.	
Work health and safety (WHS), regulatory requirements and enterprise procedures include:	• WHS acts, regulations and relevant standards • codes of practice from Australian and overseas engineering and technical associations and societies • risk assessments • registration requirements • safe work practices • state and territory regulatory requirements.
Constraints and contingencies include:	• financial, organisational, procedural or cultural constraints • physical constraints including limits to resources, site access or logistical limitations.
Legal obligations include those related to:	• contract law • commercial law • company law • consumer protection acts • environmental acts • tax acts and regulations, including Goods and Services Tax (GST) and other sales-related provisions • industrial law, including relevant awards and agreements • WHS acts and regulations.
Sustainability includes:	• meeting all regulatory requirements • conforming to all industry covenants, protocols and best practice guides • minimising ecological and environmental footprint of process, plant and product • maximising economic benefit of process plant and product to the organisation and the community • minimising the negative WHS impact on employees, community and customer.
Continuous improvement implementation includes that related to:	• sales operation • product delivery and maintenance • measuring performance against benchmarks • process improvement • problem-solving and decision-making • data management, generation, recording, analysing, storing and use of software

	• training for improvement systems participation • technical training.
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Unit Mapping Information

Release 1. Supersedes and is equivalent to MEM22018A Coordinate sales and promotion of engineering-related products or services.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=b7050d37-5fd0-4740-8f7d-3b7a49c10bb2>