



Australian Government

Department of Education, Employment and Workplace Relations

MEM30028A Assist in sales of technical products/systems

Release: 1

MEM30028A Assist in sales of technical products/systems

Modification History

Not Applicable

Unit Descriptor

Unit descriptor	This unit covers assisting to identify opportunities for the sale of technical products/systems and providing technical product information to internal and external clients.
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Application of the Unit

Application of the unit	This unit applies to all fields of engineering and manufacturing. Work is done under supervision. Band: 0 Unit Weight: 0
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Licensing/Regulatory Information

Not Applicable

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. Develop product knowledge in a nominated area	1.1. Product purpose/s and use/s are identified 1.2. Key features of the product are identified. 1.3. Product features are identified. 1.4. The strengths and weaknesses of competitors' products are established from available sources.
2. Assist in identification of sales prospects	2.1. Assist in identification of potential clients from available sources in accordance with company procedures 2.2. Assist in targeting present, previous and new clients through nominated prospecting methods as required.
3. Apply product knowledge to client requirements	3.1. Assist in the development and presentation of product/system promotional information. 3.2. Provide information on the technical product/process to meet the client's requirements.
4. Assist in closing the sale	4.1. Conditions of the agreement are negotiated. 4.2. Process and completion of the sales transaction comply with organisational requirements.
5. Assist in providing after sales service	5.1. Assist in matching client's need and identifying opportunities for improvement/s. 5.2. Assist in training clients in applying technical products. 5.3. Review and report on client's feedback.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE
This section describes the skills and knowledge required for this unit.
Required skills
Look for evidence that confirms skills in: <ul style="list-style-type: none"> • communicating • literacy skills to interpret legal requirements, product labelling and description and organisational requirements • sales data interpretation skills • information management skills, including the ability to summarise information

REQUIRED SKILLS AND KNOWLEDGE

verbally and non-verbally

- ability to relate to people from a range of social, cultural and ethnic backgrounds and physical and mental abilities
- use of internet and other technology to locate prospect information
- interpretation of numerical data associated with prospects
- use of technology to store and manage prospect information
- ability to apply analytical skills in relating products to prospects' requirements
- negotiation skills

Required knowledge

Look for evidence that confirms knowledge of:

- basic product knowledge in a specific nominated area
- buying and selling processes
- organisational requirements, including policy and procedures
- key competitors and their products
- industry trends and developments
- legislative and regulatory requirements relevant to the product/s in regard to occupational health and safety and environmental issues
- range of prospecting methods, and prospect information management strategies
- prospecting as a key component of the overall sales process
- familiarity with range of buyer motives
- sales closure techniques, and situations in which it is appropriate to attempt closure
- safe work practices and procedures

Evidence Guide

EVIDENCE GUIDE	
<p>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.</p>	
Overview of assessment	A person who demonstrates competency in this unit must be able to assist in sales of technical products/systems.
Critical aspects for assessment and evidence required to demonstrate competency in this unit	Assessors must be satisfied that the candidate can competently and consistently perform all elements of the unit as specified by the criteria, including required knowledge, and be capable of applying the competency in new and different situations and contexts.
Context of and specific resources for assessment	<p>This unit may be assessed on the job, off the job or a combination of both on and off the job. Where assessment occurs off the job, that is the candidate is not in productive work, then an appropriate simulation must be used where the range of conditions reflects realistic workplace situations. The competencies covered by this unit would be demonstrated by an individual working alone or as part of a team. The assessment environment should not disadvantage the candidate.</p> <p>This unit could be assessed in conjunction with any other units addressing the safety, quality, communication, materials handling, recording and reporting associated with assisting in sales of technical products/systems, or other units requiring the exercise of the skills and knowledge covered by this unit.</p>
Method of assessment	Assessors should gather a range of evidence that is valid, sufficient, current and authentic. Evidence can be gathered through a variety of ways including direct observation, supervisor's reports, project work, samples and questioning. Questioning techniques should not require language, literacy and numeracy skills beyond those required in this unit of competency. The candidate must have access to all tools, equipment, materials and documentation required. The candidate must be permitted to refer to any relevant workplace procedures, product and manufacturing specifications, codes, standards, manuals and reference materials.
Guidance information for assessment	

Range Statement

RANGE STATEMENT	
<p>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.</p>	
Nominated area	A range of products within a particular industry which has been nominated by the employer and employee
Features	The capability elements, including strengths and weaknesses of the product to deliver benefits to potential buyers
Available sources	Other company personnel, catalogues, trade association magazines, trade shows, competitors' sales literature, competitor websites, internal sales and data records
Prospecting methods	<ul style="list-style-type: none"> • Prospecting is defined here as A continuous process of gathering the names of potential buyers who are likely to be interested in purchasing the salesperson's product • Prospecting methods may include referrals, networking, personal observation, intra-organisational leads, spotters, cold canvassing, direct mail, media advertising, telemarketing, journals, magazines, newspapers
Conditions	Price, delivery, payment options, client loyalty and length of contract. warranty

Unit Sector(s)

Unit sector	
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Co-requisite units

Co-requisite units		

Competency field

Competency field	Engineering technician
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