



Australian Government

Department of Education, Employment and Workplace Relations

HLTOPD405B Market and promote optical products and services

Release: 1

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Modification History

Not Applicable

Unit Descriptor

Descriptor

This unit of competency describes the skills and knowledge required to promote and market optical products and services

Application of the Unit

Application

This unit deals with planning promotional and marketing activities

It covers establishing a customer profile for these activities and using that information to create, implement and evaluate effective marketing and promotional strategies

Licensing/Regulatory Information

Not Applicable

Pre-Requisites

Not Applicable

Employability Skills Information

Employability Skills

This unit contains Employability Skills

Elements and Performance Criteria Pre-Content

Elements define the essential outcomes of a unit of competency.

The Performance Criteria specify the level of performance required to demonstrate achievement of the Element. Terms in italics are elaborated in the Range Statement.

Elements and Performance Criteria

ELEMENT

PERFORMANCE CRITERIA

1. Analyse market information

- 1.1 Identify industry *promotional* products and services range
- 1.2 Identify, research and analyse market and target audience
- 1.3 Describe demographics in terms of customer segments
- 1.4 Monitor market environment in a consistent manner to ensure information is current and reliable
- 1.5 Identify the *legal, ethical and environmental constraints* of the market and their potential effect on the sale of products and services

ELEMENT**PERFORMANCE CRITERIA****2. Develop marketing strategies**

- 2.1 Develop a profile of users and potential users of the organisation and maintain this as part of the organisation strategic and business plan
- 2.2 Assess alternative marketing strategies and techniques
- 2.3 Base marketing strategies on reliable data, market environment and substantiated trends
- 2.4 Develop marketing and promotional strategies that are appropriate for venue, product and needs of clients
- 2.5 Develop promotional materials and make available to target groups

3. Employ marketing strategies

- 3.1 Schedule marketing activities within appropriate timeframes
- 3.2 Liaise with product supplier for promotional materials in accordance with organisation policies.
- 3.3 Develop measurable performance targets
- 3.4 Ensure product and service information is accurate and readily available to clients
- 3.5 Submit promotional and marketing strategies for approval where appropriate in accordance with organisation policy.
- 3.6 Implement marketing strategies within budgetary constraints and legal, ethical and organisation requirements

ELEMENT**PERFORMANCE CRITERIA****4. Evaluate marketing strategies**

- 4.1 Monitor product, pricing and distribution policies in relation to changes in the market, marketing objectives and organisation requirements
- 4.2 Evaluate existing promotional activities to identify their strengths and weaknesses
- 4.3 Set and monitor goals for service use by identified client groups in accordance with organisation procedures
- 4.4 Establish and utilise feedback mechanisms to review and evaluate the impact of service provision and promotional strategies
- 4.5 Evaluate strategies against sales turnover, client feedback and optical promotional standards.
- 4.6 Adjust service provision and promotional activities as appropriate
- 4.7 Document relevant information for ongoing analysis and management

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This describes the essential skills and knowledge and their level required for this unit.

Essential knowledge:

The candidate must be able to demonstrate essential knowledge required to effectively do the task outlined in elements and performance criteria of this unit, manage the task and manage contingencies in the context of the identified work role

This includes knowledge of:

- Relevant legislation and regulations that may impact on the marketing and promotion of optical goods and services including
 - Therapeutic Goods Act
 - privacy legislation
 - relevant health Acts
- Customer demand and market trends
- Organisation policies and procedures in relation to marketing and promotional activities
- Range and availability of new products and services
- Relevant legislation and regulations that may impact on the marketing and promotion of optical goods and services including
 - Therapeutic Goods Act
 - privacy legislation
 - relevant health Acts
- The range of optical products and services (knowledge and understanding)

Essential skills:

It is critical that the candidate demonstrate the ability to effectively do the task outlined in elements and performance criteria of this unit, manage the task and manage contingencies in the context of the identified work role

This includes the ability to:

- Consistently use time effectively and provide quality customer services in an optical environment
- Demonstrate pricing of goods and services
- Demonstrate skills in relation to the layout and presentation of promotional materials

REQUIRED SKILLS AND KNOWLEDGE

- Plan and organise activities
- Use demographics and statistics to determine existing and potential markets
- Use language, literacy and numeracy skills relevant to the role and workplace requirements

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, the Range Statement and the Assessment Guidelines for this Training Package.

Critical aspects for assessment and evidence required to demonstrate this competency unit:

- The individual being assessed must provide evidence of specified essential knowledge as well as skills
- Observation of actual or simulated workplace performance is essential for assessment of this unit
- Consistency of performance should be demonstrated over the required range of situations relevant to the workplace
- Where, for reasons of safety, space, or access to equipment and resources, assessment takes place away from the workplace, the assessment environment should represent workplace conditions as closely as possible

Context of and specific resources for assessment:

- Resources essential for assessment include:
 - Access to an optical dispensing practice

EVIDENCE GUIDE

Method of assessment

- Observation in the work place
- Written assignments/projects or questioning should be used to assess knowledge
- Case study and scenario as a basis for discussion of issues and strategies to contribute to best practice
- Questioning/Tests

Access and equity considerations:

- All workers in the health industry should be aware of access and equity issues in relation to their own area of work
- All workers should develop their ability to work in a culturally diverse environment
- In recognition of particular health issues facing Aboriginal and Torres Strait Islander communities, workers should be aware of cultural, historical and current issues impacting on health of Aboriginal and Torres Strait Islander people
- Assessors and trainers must take into account relevant access and equity issues, in particular relating to factors impacting on health of Aboriginal and/or Torres Strait Islander clients and communities

Related unit:

This unit should be undertaken after or in conjunction with unit:

- HLTOPD401B Work effectively in the ophthalmic industry

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. Add any 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.

Legal, ethical and environmental constraints may include:

- State/territory, commonwealth legislation and regulations
- Industry codes of practice, standards and guidelines
- Industry policies, procedures and protocols in regard to the marketing and promotion of optical products and services
- Therapeutic Goods Act
- Privacy legislation

Clients may include but is not limited to:

- Existing client base
- potential clients

Demographics of client groups may include:

- Age
- Gender

Promotions may include but are not limited to:

- Displays
- Window dressing
- Loyalty Clubs
- Companion Selling
- Advertising
- Catalogues, newspapers, posters
- Suppliers

Unit Sector(s)

Not Applicable