



Australian Government

Department of Education, Employment and Workplace Relations

LMTGN6001B Develop and implement a sales or marketing plan

Revision Number: 1

LMTGN6001B Develop and implement a sales or marketing plan

Modification History

Not applicable.

Unit Descriptor

Unit descriptor This unit covers the skills and knowledge to develop and implement a sales and marketing plan.

Application of the Unit

Application of the Unit

The unit applies to the development and implementation of a sales and marketing plan.

Significant judgement is required in planning, technical or supervisory activities related to operations or processes.

Work may be conducted in small to large scale enterprises and may involve individual and team activities.

The application of this unit is according to OHS practices of the enterprise and workplace practices, which may include:

- requirements prescribed by legislation, awards, agreements and conditions of employment
- standard operating procedures
- work instructions
- oral, written and visual communication
- quality practices, including responsibility for maintenance of own work quality and contribution to quality improvement of team or section output
- housekeeping
- tasks related to environmental protection, waste disposal, pollution control and recycling

This unit requires the application of skills associated with communication to analyse goals and trends, liaise with personnel, gather and analyse data and present, report and document information. Initiative and enterprise, problem solving and planning and organising are used to identify, implement and maintain strategic plans, analyse outcomes and make modifications. Learning is applied to conduct market research and self management is applied to ensure plans meet organisational objectives.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisites

Employability Skills Information

Employability Skills This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Not applicable.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Analyse business goals and industry market trends	1.1 Business goals and objectives are defined and analysed to assist formulation of a sales and marketing plan. 1.2 Market trends are researched and issues related to workplace are analysed. 1.3 Production and marketing practices and their effects on workplace are analysed.
2 Establish strategic directions	2.1 Directions for marketing are assessed in line with aims of business plan, customer requirements, market position, objectives, opportunities and resources of the business. 2.2 Sales and marketing strategies are identified and prioritised in order to optimise sales and profit.
3 Develop a sales or marketing plan	3.1 Business resources and appropriate personnel are identified and utilised to optimise effectiveness of sales and marketing plan. 3.2 Liaison occurs with relevant personnel, including external specialist advice where applicable. 3.3 Marketing strategy is developed which reflects overall directions and parameters relating to company business plan, identified long and short term objectives and budget for marketing.
4 Implement and monitor sales and marketing plan	4.1 Implementation of sales and marketing plan is coordinated with all relevant personnel. 4.2 Monitoring procedures are established. 4.3 Financial data is measured and monitored against objectives to ensure progress towards target is achieved. 4.4 Implementation of plan is monitored to establish overall performance.
5 Conduct plan review	5.1 Review of sales and marketing plan is conducted and results assessed. 5.2 Sales and marketing plan is modified, as necessary, to reflect dynamics of market place. 5.3 Reporting of review outcomes is assessed.
6 Maintain records	6.1 Records of sales and marketing planning activities are maintained and reports prepared. 6.2 Presentations on sales and marketing plan are made at management meetings.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This describes the essential skills and knowledge and their level

Demonstrates knowledge of:

- the industry, including markets, local and global trends and how these impact on the workplace
- workplace products
- key elements of production capability in terms of its implications for sales and marketing plan
- sourcing procedures
- range of distribution channels (eg direct marketing, chain stores, niche markets)
- SWOT analysis techniques
- workplace policies and procedures, structure and technical competency in relation to the sales and marketing plan
- quality standards and practices
- OHS practices, including hazard identification and control measures
- workplace practices
- recording and reporting practices

Demonstrates skills to:

- appraise outcomes against business plan
- identify budget parameters
- develop and implement promotional strategies
- prepare plans and reports
- communicate effectively within the workplace, including liaising with other departments
- establish or interpret procedures, where required
- determine report requirements and present information in appropriate formats
- read, interpret and follow information on work specifications, standard operating procedures and work instructions, and other reference material
- maintain accurate records
- communicate within the workplace
- sequence operations
- meet specifications
- clarify and check task-related information
- carry out work according to OHS practices

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 the Training Package.

Critical aspects of evidence	Demonstrates skills and knowledge to: • interpret and analyse goals and market trends • identify, develop and prioritise sales and marketing plans and strategies • optimise sales and profits • monitor financial information against objectives • review, analyse and modify sales and marketing strategy and plan to ensure objectives are met • ensure OHS practices are applied to work activities • maintain accurate records
Consistency in performance	Consistently applies skills and knowledge when: • organising work • completing tasks according to instructions • working systematically with attention to detail • identifying improvements and avoiding damage • using workplace practices • using OHS practices • recording and reporting accidents and incidents • assessing operational readiness of equipment • recognising and adapting to cultural differences in the workplace, including modes of behaviour and interactions
Resource implications	Access is required to real or appropriately simulated situations, including work areas, materials and equipment, and to information on workplace practices and OHS practices.
Context for assessment	Assessment may occur on the job or in an appropriately simulated environment.
Interdependent assessment	This unit may be assessed independently or in combination with other relevant units.

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. 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.

Legislative/regulatory requirements	All work must comply with relevant Federal and State or Territory legislative or regulatory requirements.
Market may include:	• local markets • national markets • global markets
Production and marketing practices may include:	• import and export of materials, components or complete products • direct marketing • wholesale and retail store distribution • exhibitions, shows, events
Develop a sales and marketing plan may include:	• analysis of business goals and market trends • marketing strategy options • monitoring and measuring of financial data • review procedures and liaison with other departments
OHS practices	OHS practices include hazard identification and control, risk assessment and implementation of risk reduction measures specific to the tasks described by this unit, and may relate to: • manual handling techniques • standard operating procedures • personal protective equipment • safe materials handling • taking of rest breaks • ergonomic arrangement of workplaces • following marked walkways • safe storage of equipment • housekeeping • reporting accidents and incidents • environmental practices

Unit Sector(s)

Sector All