



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>

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

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Performance Evidence

Evidence required to demonstrate competence in this unit must be relevant to and satisfy the requirements of the elements and performance criteria and include:

- following work instructions, standard operating procedures (SOPs) and safe work practices
- defining sales and marketing organisational mission and strategic objectives, features and functions within the organisation
- planning, scheduling and budgeting to achieve promotional and sales objectives
- identifying technical and market advantage for products or services, customer-supplier relationships, current markets and context, marketing and sales opportunities, and constraints
- investigating and evaluating options for sales, promotions and marketing team development, and completing feasibility analysis on marketing options on at least two occasions
- maintaining records of plans, priorities, schedules and progress, legislative compliance, personal and team skills development
- on at least two occasions coordinate implementation of:
 - objectives
 - sales, marketing and promotions
 - personal and team training
 - continuous improvement
 - problem-solving and decision-making
 - systems thinking
 - constraints and contingency management
 - short-term planning adjustments and rescheduling
 - marketing team resources and budget
- communicating and negotiating with stakeholders to monitor products and services
- reporting and documenting progress and results, data and analysis in accordance with standard operating procedures.

Note: Where a volume and/or frequency is not specified, demonstration must be provided at least once.

Knowledge Evidence

Evidence required to demonstrate the required knowledge for this unit must be relevant to and satisfy the requirements of the elements and performance criteria and include knowledge of:

- safe work practices and procedures
- work health and safety (WHS) and regulatory requirements, codes of practice, and risk minimisation and registration requirements
- personal responsibilities include:
 - role specification
 - workplace agreement or award
 - negotiation
 - contract, legal or regulatory obligations
 - professional and ethical considerations
 - agreed operational or project requirements
- typical constraints for sales and promotion activities
- engineering practices relevant to operations and supplied products and services in the context of marketing and sales including competitive pressures or markets, customer-supplier relationships and consumer protection legislation
- organisational management structure, functional team relationships, available technical and professional support services, communications and reporting lines
- audit procedures for personnel current competence, competence gaps and training requirements within marketing team
- opportunities for technological and personnel competence improvement
- sustainability implications of products and services
- sustainability issues related to continuous improvement of engineering-related projects and operations
- organisational mission and business strategy, operations and project plans and objectives
- opportunities and constraints related to sales and promotions
- techniques for analysis of organisational capability, current and future technological needs of customer base, and marketing opportunities
- software options for program management and budget control
- WHS, codes of practice, and other legislative requirements
- sustainability and ethical practice related to products and services, marketing team changes and developments
- risk management procedures
- procedures for reporting and recording of progress and records
- legal obligations of organisation and team related to employment conditions, consumer protection, trade practices, environmental and commercial legislation related to procedures.

Assessment Conditions

- Assessors must:

- have vocational competency in co-ordinating sales and promotion of engineering-related products or services at least to the level being assessed with relevant industry knowledge and experience
- satisfy the assessor requirements in the *Standards for Registered Training Organisations 2015* or its replacement and comply with the *National Vocational Education and Training Regulator Act 2011*, its replacement or equivalent legislation covering VET regulation in a non-referring state/territory as the case requires.
- Where possible, assessment must occur in operational workplace situations. Where this is not possible or where personal safety or environmental damage are limiting factors, assessment must occur in a sufficiently rigorous simulated environment that reflects realistic operational workplace conditions that cover all aspects of workplace performance, including environment, task skills, task management skills, contingency management skills and job role environment skills.
- Conditions for assessment must include access to all tools, equipment, materials and documentation required including relevant workplace procedures, product and manufacturing specifications.
- Assessment processes and techniques must be appropriate to the language, literacy and numeracy requirements of the work being performed and the needs of the candidate.

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