



Australian Government

MEM30028 Assist in sales of technical products

Release: 1

MEM30028 Assist in sales of technical products

Modification History

Release 1. Supersedes and is equivalent to MEM30028A Assist in sales of technical products/systems.

Application

This unit of competency defines the skills and knowledge required to assist in identifying opportunities for the sale of technical products and providing technical product information to internal and external clients. It includes developing product knowledge in a nominated area and assisting in the identification of sales prospects and provision of after sales service.

The unit applies to engineering or related activities and is suitable for people giving technical support in manufacturing or engineering operations and those pursuing technical qualifications and careers at paraprofessional or technician level. All work is carried out under supervision.

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

Competency Field

Engineering technician

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. Develop product knowledge	1.1 Follow standard operating procedures (SOPs) and comply with work health and safety (WHS) requirements at all times 1.2 Identify and use information sources to determine product purpose, use and features 1.3 Establish the strengths and weaknesses of competitors' products from available sources
2. Assist in identification of sales prospects	2.1 Identify and use information sources that enable identification of potential clients 2.2 Use organisational prospecting methods and procedures to targeting present, previous and new clients
3. Apply product knowledge to client	3.1 Use product knowledge to contribute to the development and

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
requirements	presentation of product promotional information 3.2 Provide accurate information on the technical product and/or process to meet client requirements
4. Assist in closing the sale	4.1 Negotiate conditions of the agreement including price, delivery, payment options, client loyalty, length of contract and warranty, within scope of own authority 4.2 Ensure process and completion of the sales transaction comply with organisational requirements
5. Assist in providing after sales service	5.1 Use client and product knowledge to match client's needs to products and identify opportunities for improvement/s 5.2 Assist in training client in applying technical products in accordance with organisational policy and procedures 5.3 Review and report on client feedback

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance.

Foundation skills essential to performance are explicit in the performance criteria of this unit of competency.

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.

Available sources include:	• other company personnel • catalogues • trade association magazines • trade shows • competitors' sales literature • competitor websites • internal sales and data records.
Prospecting methods	• referrals

include one or more of the following:	• networking • personal observation • intra-organisational leads • spotters • cold canvassing • direct mail • media advertising • telemarketing • journals • magazines • newspapers.
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Unit Mapping Information

Release 1. Supersedes and is equivalent to MEM30028A Assist in sales of technical products/systems.

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 MEM30028 Assist in sales of technical products

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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:

- developing product knowledge
- assisting in identification of sales prospects
- applying product knowledge to client requirements on at least two occasions
- assisting in closing the sale on at least two occasions
- assisting in providing after sales service.

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:

- basic product knowledge in relevant area of work
- product features
- information sources
- buying and selling processes
- organisational policy and procedures for sales
- key competitors and their products
- industry trends and developments
- range of prospecting methods
- 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.
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Assessment Conditions

- Assessors must:

- have vocational competency in using workshop equipment and processes to complete an engineering project 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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