



Australian Government

Department of Education, Employment and Workplace Relations

MEM22009A Manage technical sales and promotion

Release: 1

MEM22009A Manage technical sales and promotion

Modification History

Not Applicable

Unit Descriptor

Unit descriptor	This unit covers identifying opportunities for the sale of technical products and systems and provide technical product information to internal and external clients.
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Application of the Unit

Application of the unit	This unit applies to managing significant technical sales and promoting an organization's products, processes, systems or services or technical sales and promotion of product, process, system or service. It includes developing and presented promotional information, identified client/s, established contact, analysed client's need and opportunities for improvement/s; providing specific information to meet client need, trained client in technique and technology, provided ongoing client support; promoting technical capability of product or system to client and at seminars; reviewing and acting on feedback; attending and contributing to industrial conferences; applying technical sales and promotion techniques to new or existing products, processes, systems or services. This unit only has application in qualifications that are not points based. Band: 0 Unit Weight: 0
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Licensing/Regulatory Information

Not Applicable

Pre-Requisites

Prerequisite units		
Path 1	MEM16006A	Organise and communicate information

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. Identify sales opportunities	1.1. Identify potential clients and sales opportunities. 1.2. Establish contact with clients. 1.3. Develop client relations. 1.4. Identify future technical and market trends.
2. Apply product knowledge to client requirements	2.1. Analyse the client's process/service/product to identify areas for technical improvement. 2.2. Apply product knowledge of the technical product/process to meet the client's requirements. 2.3. Train clients in applying technical products. Ensure client understands legislation, codes and national standards related to use of process/service/product.
3. Promote technical capability of product/system	3.1. Develop and present product/system promotional information. 3.2. Attend and contribute to industry conferences in the area of product/system specialisation.
4. Seek client's feedback	4.1. Review and act on feedback 4.2. Provide ongoing client support as required.

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:

- sourcing potential clients
- providing clients with technical information related to the process/operation
- researching future technical and market trends
- analysing the client's operations
- training clients in the use of the product or process
- developing and presenting promotional material
- attending industry conferences
- collecting client feedback
- providing ongoing client support

REQUIRED SKILLS AND KNOWLEDGE**Required knowledge**

Look for evidence that confirms knowledge of:

- potential clients
- opportunities to present the features and benefits of the technical product or service
- sources of information on future technical and market trends
- areas of improvement in the client's process/service/ product
- opportunities for improved energy use or improved environmental performance
- the skill and knowledge required to optimise the performance of the product or process
- product attributes, specifications and applications
- energy and environmental considerations associated with the product or process
- the benefits of active participation in industry conferences
- opportunities to participate in industry conferences and seminars and scheduled
- client satisfaction with the product/process/service is identified
- potential areas for improving client service in conjunction with team members
- the benefits of ongoing client support

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, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

A person who demonstrates competency in this unit must be able to manage technical sales and promotion. Competency in this unit cannot be claimed until all prerequisites have been satisfied.

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

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.

This unit could be assessed in conjunction with any other units addressing the safety, quality, communication, materials handling, recording and reporting associated with managing technical sales and promotion or other units requiring the exercise of the skills and knowledge covered by this unit.

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.

EVIDENCE GUIDE**Guidance information for assessment****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. 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.

Client	The client is often not the end user. Clients are often part of the distribution channel for the end user/client. Client may be internal or external to the organisation
Sales opportunities	Support the achievement of the developed marketing plan and may be defined in collaboration with others
Develop client relations	Ongoing communication with clients required to ensure that engineering services are effectively delivered
Technical improvements	May be brought about by changes in client/market demand, improved process, competitor stances and a range of other interactions
Product knowledge	May be acquired from numerous sources and consolidated for communication to the client
Legislation, codes and national standards	Relevant legislation, regulation, codes and national standards relevant to the workplace.

Unit Sector(s)

Unit sector	
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Co-requisite units

Co-requisite units		

Competency field

Competency field	Management and organisation
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