



Australian Government

MEM22018A Coordinate sales and promotion of engineering-related products or services

Release: 1

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Modification History

Release 1 - New unit. Replaces MEM22009A, but not equivalent.

Unit Descriptor

This unit of competency covers the skills and knowledge required to coordinate sales and promotion of engineering-related products or services requiring engineering knowledge. The unit covers ensuring appropriate technical advice is provided to clients, contribution and participation in strategic planning and sales budget setting, control of sales costs against budgets, and responsibility for meeting sales performance indices. It includes a requirement to provide feedback on customer satisfaction and seek out opportunities for improvements.

Application of the Unit

This unit applies to people with coordination responsibilities for sales and promotion of products or services that require engineering knowledge. It 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.

Prior or concurrently developed competence 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 is required.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

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.

Elements and Performance Criteria

1	Review organisational operations, markets and customer base	1.1	Define sales, service and marketing strategic objectives for engineering-related products or services
		1.2	Establish nature and context of products or services, including market potential, technical advantage, customer-supplier relationships and relevant regulatory requirements
		1.3	Review functional team relationships and organisational fit, available technical and professional support services, communications and reporting lines
		1.4	Review sustainability and life cycle implications of products and services
		1.5	Review legal obligations of organisation and team related to consumer protection, trade practices, environmental and commercial legislation related to product or service delivery
		1.6	Identify relevant organisation accounts and budgets and establish procedures for compliance
		1.7	Identify available software for marketing and sales operations

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| 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 short-term planning and reschedule, as necessary |
| | | 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, as required |

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

Required skills include:

- planning, scheduling and budgeting to achieve promotional, sales and service objectives
- investigating and evaluating options for sales, promotions and marketing team development and training
- identifying technical and market advantage for products or services, regulatory and industrial relations environment
- establishing customer-supplier relationships, current markets and context, marketing and sales opportunities, and constraints
- coordinating implementation of objectives, sales and promotions, personal and team training, continuous improvement, problem solving and decision making
- monitoring marketing team performance
- identifying awards, enterprise agreements personnel entitlements and remuneration arrangements that may impact on technical sales and promotion team activities
- maintaining records
- systems thinking, constraints and contingency management, short-term planning adjustments and rescheduling, marketing team resources and budgeting
- communicating and negotiating with stakeholders
- monitoring products and services for change or change opportunities
- monitoring of team compliance with relevant regulations, including enterprise agreements or awards, WHS, codes of practice, trade practices and consumer law, other legislative requirements, social and economic obligations, and ethical practice
- reporting and documenting progress and results, data and analysis in accordance with procedures

Required knowledge

Required knowledge includes:

- engineering knowledge relevant to operations and supplied products and services context of marketing and sales, such as 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
- organisation 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

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 coordinate sales of products or services where such sales require engineering-related knowledge and skills, including establishing performance objectives and identifying and implementing continuous improvement.
Critical aspects for assessment and evidence required to demonstrate competency in this unit	Assessors must be satisfied that the candidate can competently and consistently: • define sales and marketing organisational mission and strategic objectives, features and functions within the organisation • plan, schedule and budget to achieve promotional and sales objectives • identify technical and market advantage for products or services, customer-supplier relationships, current markets and context, marketing and sales opportunities, and constraints • investigate and evaluate options for sales, promotions and marketing team development, and complete feasibility analysis on marketing options • maintain records of plans, priorities, schedules and progress, legislative compliance, and personal and team skills development • 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, and marketing team resources and budget • communicate and negotiate with stakeholders monitor products and services • report and document progress and results, data and analysis in accordance with procedures.
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, a simulated working environment 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. • Where applicable, reasonable adjustment must be made to work environments and training situations to accommodate ethnicity, age, gender, demographics and disability. • Access must be provided to appropriate learning and/or assessment support when required. Where applicable, physical resources should include equipment modified for people with disabilities.
Method of assessment	• Assessment must satisfy the endorsed Assessment Guidelines of the MEM05 Metal and Engineering Training Package. • Assessment methods must confirm consistency and accuracy of performance (over time and in a range of workplace relevant contexts) together with application of underpinning knowledge. • Assessment methods must be by direct observation of tasks and include questioning on underpinning knowledge to ensure correct interpretation and application. • Assessment may be applied under project-related conditions (real or simulated) and require evidence of process. • Assessment must confirm a reasonable inference that competency is not only able to be satisfied under the particular circumstance, but is able to be transferred to other circumstances. • Assessment may be in conjunction with assessment of other units of competency where required.
Guidance information for assessment	Assessment processes and techniques must be culturally appropriate and appropriate to the language and literacy capacity of the candidate and the work being performed.

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.

Personal responsibilities	Personal responsibilities may be defined by: • role specification • workplace agreement or award • negotiation • contract, legal or regulatory obligations • professional and ethical considerations • agreed operational or project requirements
Systems thinking	Systems thinking refers to the conduct of engineering work in a manner that demonstrates knowledge of how the interaction of different technical systems on equipment, machinery or structures, as well as the skills and techniques of personnel, combine to perform or support engineering-related operations, processes or projects. It embraces determining or establishing how the function of each technical system or component, as well as the skills and techniques of personnel, effects or potentially may effect, outcomes. Systems should be interpreted broadly within the context of the organisation and depending on the project or operation can include equipment, related facilities, material, software, internal services and personnel, and other organisations in the value chain
Constraints and contingencies	Constraints and contingencies may be: • financial • organisational, procedural or cultural • physical constraints, such as limits to resources, limits to site access or logistical limitations
WHS, regulatory requirements and enterprise procedures	WHS, regulatory requirements and enterprise procedures may include: • WHS Acts and regulations • 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

Legal obligations	Legal obligations may include: • contract law • commercial law • company law • consumer protection Acts and Commonwealth Trade Practices Acts and Regulations • environmental Acts • tax Acts and regulations, including GST and other sales-related provisions • industrial law, including relevant awards and agreements WHS Act and regulations
Sustainability	Sustainability is used to mean the entire sustainable performance of the organisation/plant, including: • 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	Continuous improvement implementation may relate to products or services being sold, including: • 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

Unit Sector(s)

Competency field

Unit sector Management and organisation

Custom Content Section

Not applicable.