

1. Title	Use advanced and specialized techniques to support the marketing and sales management of integrated electrical works
2. Code	EMELMS504A
3. Range	Applicable to marketing and sales of electrical works. Use advanced and specialized techniques to support or enhance the marketing and sales efficiency and quality of electrical works.
4. Level	5
5. Credit	6
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Understand advanced and specialized techniques for electrical works</p> <ul style="list-style-type: none"> <li>◆ Understand advanced and specialized quality management skills for electrical works such as: market positioning strategy, market development strategy, market capture strategy, marketing measures, etc.</li> <li>◆ Understand the uses and strengths and weaknesses of common marketing and sales techniques</li> </ul> <p>6.2 Use advanced and specialized techniques to support the marketing and sales management of electrical works as a whole</p> <ul style="list-style-type: none"> <li>◆ Use appropriate advanced and specialized techniques to formulate marketing and sales management solutions and improvement measures</li> <li>◆ Use advanced and specialized techniques to support current marketing and sales management operations for electrical works including: market positioning strategy, market development strategy, market capture strategy, marketing measures, etc.</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Capable to the uses and strengths and weaknesses of master general marketing and sales techniques; and</p> <p>(ii) Capable to use advanced and specialized techniques to improve the current electrical equipment marketing and sales performance and quality.</p>
8. Remarks	