

1. Title	Lead and oversee the overall sales and marketing
2. Code	EMFSMS601A
3. Range	Review, analyze, assess and judge in industry-related workplaces the overall business environment, in the absence of complete or consistent data/information; formulate overall sales and marketing strategies; and monitor and perform fire installation sales and marketing management.
4. Level	6
5. Credit	6
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Master overall business environment in different areas</p> <ul style="list-style-type: none"> ◆ Review, analyze, assess and judge the overall business environment in the absence of complete or consistent data/information <ul style="list-style-type: none"> • Assess the business environment, including: <ul style="list-style-type: none"> ▸ Market size ▸ Development potential of the market ▸ Overall value of the market ▸ Number of competitors in the market <p>6.2 Formulate and implement corporate sales and marketing strategies</p> <ul style="list-style-type: none"> ◆ Formulate corporate sales and marketing strategies according to the analysis results of business environment of different areas and the strengths and weaknesses of the organization ◆ Lead, monitor and implement fire installation sales and marketing management plans, including: <ul style="list-style-type: none"> • Organize sales and marketing working group • Implement and monitor sales and marketing activities • Implement and monitor market promotion activities
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Capable to formulate overall sales and marketing strategies in the absence of complete or consistent data/information; and</p> <p>(ii) Capable to implement fire installation sales and marketing management plans, including organizing sales and marketing working group, implementing and monitoring sales and marketing activities and market promotion activities .</p>
8. Remarks	The credit value of this unit of competency is set on the presumption that the person already possesses rich knowledge of sales and marketing.