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| 1. Title | Apply sales and marketing techniques |
| 2. Code | EMCUMS301A |
| 3. Range | Apply sales and marketing techniques, in workplaces where electrical sales and marketing is involved, to perform sales and marketing related to engineering projects. |
| 4. Level | 3 |
| 5. Credits | 3 |
| 6. Competency | <p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Basic concepts of sales and marketing</p> <ul style="list-style-type: none"> ◆ Understand basic concepts of sales and marketing ◆ Understand the relationship between sales and marketing and different process of an engineering project: <ul style="list-style-type: none"> • Quotation • Preparations for the project • Design and procurement • Electrical and mechanical equipment installation • Requirement details of the inspection, debugging and commissioning of electrical and mechanical equipment • Requirement details of the operation, maintenance and servicing of electrical and mechanical equipment <p>6.2 Sales and marketing techniques</p> <ul style="list-style-type: none"> ◆ Know the application of all types of sales and marketing methods such as: <ul style="list-style-type: none"> • Sales and marketing techniques for general electrical and mechanical installation products and engineering services, e.g. general newspaper advertisement and leaflets by post • Sales and marketing techniques for specific electrical and mechanical installation products and engineering services, e.g. professional advertisement for engineering and business-to-business direct sale • Sales and marketing manpower organizational chart • Authority and responsibilities of sales and marketing staff at different levels • Concepts and limitations of local sales and marketing network • Sales and marketing flowchart • Sales and marketing review |
| 7. Assessment Criteria | <p>The integrated outcome requirement of this unit of competency is:</p> <p>(i) Capable to apply sales and marketing techniques to perform sales and marketing related to engineering projects.</p> |
| 8. Remarks | This unit of competency is applicable to electrical and mechanical practitioners in general. |