

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"> <li>◆ Understand basic concepts of sales and marketing</li> <li>◆ Understand the relationship between sales and marketing and different process of an engineering project: <ul style="list-style-type: none"> <li>• Quotation</li> <li>• Preparations for the project</li> <li>• Design and procurement</li> <li>• Electrical and mechanical equipment installation</li> <li>• Requirement details of the inspection, debugging and commissioning of electrical and mechanical equipment</li> <li>• Requirement details of the operation, maintenance and servicing of electrical and mechanical equipment</li> </ul> </li> </ul> <p>6.2 Sales and marketing techniques</p> <ul style="list-style-type: none"> <li>◆ Know the application of all types of sales and marketing methods such as: <ul style="list-style-type: none"> <li>• Sales and marketing techniques for general electrical and mechanical installation products and engineering services, e.g. general newspaper advertisement and leaflets by post</li> <li>• 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</li> <li>• Sales and marketing manpower organizational chart</li> <li>• Authority and responsibilities of sales and marketing staff at different levels</li> <li>• Concepts and limitations of local sales and marketing network</li> <li>• Sales and marketing flowchart</li> <li>• Sales and marketing review</li> </ul> </li> </ul>
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.