

**Information and Communications Technology Industry Training Advisory Committee
Software Products and Software Services (SW) branch
Unit of Competencies**

1. Title	Develop sales and marketing strategies	
2. Code	ITSWG510A	
3. Range	Develop sales and marketing strategies and establish the marketing teams for the enactment of the relevant sales and marketing strategies in the context of performing Sales and Marketing functions in an organisation [Generic Skills – Sales and Marketing]	
4. Level	5	
5. Credit	4	
6. Competency	<p>6.1 Understand the basic principles of sales and marketing</p> <p>6.2 Develop and establish sales and marketing strategies and plans</p> <p>6.3 Establish a marketing team to develop and execute marketing and brand strategy, tactics and plans</p> <p>6.4 Establish sales force and execute the marketing and sales plan to achieve sales target and results</p>	<p><u>Performance Requirement</u> Be able to know and use the marketing strategy and tactics (e.g. 4Ps – Product, Price, Promotion and Place) to analyse, research and establish sales and marketing strategy</p> <p>Be able to</p> <ul style="list-style-type: none"> ▪ analyse, research, and develop the competitive strategies of the product/services ▪ identify the uniqueness and differentiation of the product/services offered by the organization that are in line with organization’s vision, mission and strategic plans <p>Be able to setup and establish a professional marketing team to develop, execute and follow up the marketing strategy, tactics and plans</p> <p>Be able to establish sales force to execute the sales plan to achieve sales target and results that are in line with the organization’s sales and marketing strategies while observing applicable local and international laws as well as regulatory requirements</p>
7. Assessment Criteria	The integrated outcome requirements of this UoCs are the abilities to: (i) £ develop sales and marketing strategies; and (ii)£ establish in line with the organization’s vision, mission and strategy.	
Remark		