

1. Title	Formulate air-conditioning and refrigeration equipment sales strategies	
2. Code	EMACMS601A	
3. Range	Apply highly specialized technical research and scholastic skills, and make complex information analysis, planning and judgement, so as to formulate air-conditioning and refrigeration equipment sales strategies in the office.	
4. Level	6	
5. Credit	9	
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Knowledge of formulating air-conditioning and refrigeration equipment sales strategies</p> <ul style="list-style-type: none"> ◆ Understand methods of air-conditioning and refrigeration equipment sales analysis ◆ Understand the implementation of new air-conditioning and refrigeration equipment sales ◆ Understand the details and purposes of sales and marketing plan ◆ Understand the details and purposes of air-conditioning and refrigeration equipment sales strategies <p>6.2 Methods and procedures of formulating air-conditioning and refrigeration equipment sales strategies</p> <ul style="list-style-type: none"> ◆ Position and select the market for the air-conditioning and refrigeration equipment ◆ Formulate a market competition strategy for the air-conditioning and refrigeration equipment according to the condition of the company ◆ Formulate a sales strategy for the air-conditioning and refrigeration equipment, including: <ul style="list-style-type: none"> • Determining the sales goal for the air-conditioning and refrigeration equipment • Analyzing the overall business of the company and formulating the sales strategy for the air-conditioning and refrigeration equipment • Formulating sales strategy for new air-conditioning and refrigeration equipment <p>6.3 Professionalism in formulating air-conditioning and refrigeration equipment sales strategies</p> <ul style="list-style-type: none"> ◆ Formulate air-conditioning and refrigeration equipment sales strategies according to the code of practice 	

7. Assessment Criteria	The integrated outcome requirement of this unit of competency is: (i) Capable to apply highly specialized technical research and scholastic skills, and make complex information analysis, planning and judgement, so as to complete the formulation of air-conditioning and refrigeration equipment sales strategies in the office.
8. Remarks	The credit value of this unit of competency is set on the presumption that the person already possesses general knowledge of air-conditioning and refrigeration equipment sales.