

1. Title	Manage air-conditioning and refrigeration equipment sales	
2. Code	EMACMS602A	
3. Range	Demonstrate complex planning, technical and management abilities in air-conditioning and refrigeration equipment sales management by analyzing and evaluating all kinds of information.	
4. Level	6	
5. Credit	12	
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Knowledge of air-conditioning and refrigeration equipment sales management</p> <ul style="list-style-type: none"> <li>◆ Understand the details and process of air-conditioning and refrigeration equipment sales management, including: <ul style="list-style-type: none"> <li>• Product and price management</li> <li>• Sales channel management</li> <li>• Sales promotion management</li> <li>• Customer management</li> </ul> </li> </ul> <p>6.2 Methods and procedures of air-conditioning and refrigeration equipment sales management</p> <ul style="list-style-type: none"> <li>◆ Manage air-conditioning and refrigeration equipment sales activities, including: <ul style="list-style-type: none"> <li>• The whole process of air-conditioning and refrigeration equipment sales</li> <li>• Adopt sales strategies based on different needs</li> </ul> </li> <li>◆ Carry out product and price management for the air-conditioning and refrigeration equipment, including: <ul style="list-style-type: none"> <li>• Formulating launch plan for new air-conditioning and refrigeration equipment</li> <li>• Judge the life span of the air-conditioning and refrigeration equipment and propose an appropriate sales strategy</li> <li>• Use pricing strategy and techniques to facilitate the transaction of air-conditioning and refrigeration equipment</li> </ul> </li> <li>◆ Carry out sales channel management, including: <ul style="list-style-type: none"> <li>• Formulating and implementing air-conditioning and refrigeration equipment sales channel strategies</li> <li>• Designing an appropriate air-conditioning and refrigeration equipment sales channel system</li> <li>• Establishing the air-conditioning and refrigeration equipment sales channel system</li> </ul> </li> <li>◆ Formulate a sales promotion plan, including: <ul style="list-style-type: none"> <li>• Formulating an air-conditioning and refrigeration equipment sales promotion plan</li> <li>• Evaluate the effectiveness of the air-conditioning and refrigeration equipment sales promotion plan</li> </ul> </li> </ul>	

	<ul style="list-style-type: none"> <li>◆ Perform customer management, including: <ul style="list-style-type: none"> <li>• Establishing customer record</li> <li>• Managing accounts receivable</li> <li>• Handling customer complaints</li> </ul> </li> <li>◆ Perform sales service management, including: <ul style="list-style-type: none"> <li>• Designing a sales service quality evaluation system</li> <li>• Evaluating sale service quality</li> </ul> </li> </ul> <p>6.3 Professionalism in air-conditioning and refrigeration equipment sales management</p> <ul style="list-style-type: none"> <li>◆ Perform air-conditioning and refrigeration equipment sales management according to the code of practice</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <p>(i) Capable to demonstrate complex planning, technical and management abilities, and analyze and evaluate all kinds of information so as to complete air-conditioning and refrigeration equipment sales management tasks.</p>
8. Remarks	<p>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.</p>