

U32903: Coordinate sales promotion plans

Unit Descriptor:

This unit is about implementing sales promotion plans for an organisation's products/services. It includes monitoring of the sales promotion techniques and other promotional activities as well as implementing the appropriate corrective action.

| ELEMENT | PERFORMANCE CRITERIA |
|--|---|
| <i>To be competent you must achieve the following:</i> | |
| 1. Implement sales promotion plans | 1.1 Ensure that all the sales team understand their roles and are committed to achieving agreed objectives. 1.2 Implement the sales promotion plan as agreed and within sales targets. 1.3 Use agreed methods to monitor the implementation and performance of the sales promotion programme against evaluation criteria and sales targets. 1.4 Identify promptly any variances, or problems associated with implementing the programme, and address these correctly, alerting relevant stakeholders where necessary. |
| 2. Monitor sales promotion | 2.1 Ensure that implementation of the sales promotion plan fulfils all relevant legislative requirements and codes of practice. 2.2 Maintain all required records accurately and correctly. 2.3 Evaluate any significant variances in performance, and recommend reasoned responses towards addressing the variances. 2.4 Assess and record how the sales promotion campaign has performed, in a way that will inform future marketing planning. |

RANGE STATEMENT

You must cover the items below:

A. Relevant stakeholders

- (i) internal (managers/supervisors)
- (ii) external (customers, contractors, distributors, retailers)
- (iii) agents (sales promotion)

B. Records

- (i) budget
- (ii) customer
- (iii) sales

UNDERPINNING KNOWLEDGE AND SKILLS

1. The role of sales promotion, and its place within the marketing mix
2. The techniques implementing sales promotional campaigns
3. How to achieve strategic objectives which are SMART (Specific, Measurable, Achievable, Realistic, and Time-bound)
4. How to delegate responsibility and allocate resources to support a sales promotion strategy and plan
5. The importance of consulting with colleagues and other stakeholders during the implementation of the plan and how to do this effectively

Industry/Sector specific knowledge and understanding

6. Legal, regulatory and ethical requirements impacting upon sales promotions in the industry
7. Marketing developments in the industry

Context specific knowledge and understanding

8. The market in which the organisation works
9. The organisation's actual and potential customer base
10. The needs and expectations of the organisation's actual and potential customers
11. Colleagues and relevant stakeholders, the expectations of the team members and relevant stakeholders
12. Processes for consultation within the organisation
13. Sources of information that can aid monitoring and evaluation

EVIDENCE GUIDE**(1) Critical Aspect of Evidence**

You must provide evidence that shows you have done this over a sufficient period of time for your assessor to consider that you are competent. You have to prove that you can meet all of the performance criteria on at least two (2) occasions. This evidence must come from working in a Marketing environment.

It is essential that competence be demonstrated in the following aspects:

- The organisation's sales promotion plan
- The organizations sale promotion strategy relevant to the products/services, under consideration
- Report on the organisation's actual and potential customer base for the products/services, and their need and expectations relating to the products/services
- Present a report about the organisation's actual and potential competitors and the key features of their tactics.
- Present a report about the team member and the relevant stakeholders and their needs and expectations

(2) Methods of Assessment

- Observation of work process
- Oral questioning
- Evaluation of Product of Work (e.g. sales promotion plans, budgets, reports and minutes)
- Projects

(3) Context of Assessment

Assessment of performance requirements in this unit should be undertaken in an actual workplace. However simulation can be accepted where evidence may be missing.