

H123 04 (CFAS2.1) Prioritise information for sales planning

What is this Unit about?

This Unit is about ensuring that your organisation has a clear and up-to-date picture of its markets and can use appropriate information to support the development of sales strategies and plans.

The focus of the Unit is on ensuring that you collect sales information about the operating environment including customer needs, market trends, new technologies, legislation and regulation, competitor activity and pricing conditions.

The Unit also covers your organisation's internal operating environment and the resources available for sales activities.

Who is this Unit for?

This Unit is for Sales Managers, Key Customer Managers and Senior Sales Managers.

Outcomes of effective performance

You must be able to

- 1 Obtain information about customers and competitors from a variety of sources and use the information to support planning and decision making.
- 2 Monitor and evaluate trends and developments inside and outside the organisation that impact on business and sales activities.
- 3 Identify and prioritise the strengths and weaknesses of your organisation and the opportunities and threats your organisation faces.
- 4 Explore the opportunities and risks of the sales operating environment and their possible impact on the sales plan.
- 5 Consult colleagues and other key stakeholders about market developments and the implications for your organisation.
- 6 Organise information and knowledge in a way that supports effective business and sales planning.
- 7 Ensure that sales planning information is communicated effectively to all appropriate people.

Behaviours which underpin effective performance

- 1 You recognise changes in circumstances and adjust business and sales plans appropriately.
- 2 You communicate effectively with others.
- 3 You anticipate future trends.
- 4 You articulate the assumptions involved in making decisions.
- 5 You work effectively with others.
- 6 You balance the risks and benefits of proposing changes in the sales plan.
- 7 You reflect on the Outcomes of decisions and review their implications for sales plans.

Knowledge and Understanding

You need to know and understand

General Knowledge and Understanding

- 1 Different sources and types of information relevant to your organisation's sales activities.
- 2 Customer behaviour and how it affects the way you tailor your sales offer.
- 3 How to carry out competitive analysis that examines competitor sales activities and sales offerings and how to use that information effectively.
- 4 How to undertake an analysis of the sales and marketing environment including political, economic, social, technological, legal and environmental factors (PESTLE).
- 5 How undertake an analysis of strengths, weaknesses, opportunities and threats (SWOT) from a sales perspective and how to use the information to develop sales strategies and plans.
- 6 How to develop a range of sales plan options and how to assess their implications.
- 7 How to use information and feed it into the development of strategy and plans.
- 8 Why it is important to communicate information to different members of the sales team in order for them to make effective assessments of their own sales area of responsibility.

Industry/sector specific Knowledge and Understanding

- 1 Legal, regulatory and ethical restraints on information collection and use for sales planning.
- 2 Emerging trends in your organisation's sector and geographic area of operation.
- 3 Sources of information directly relevant to your sector and how to access them.

Context specific Knowledge and Understanding

- 1 Factors in your organisation's markets that influence sales planning.
- 2 The customer base of your organisation — who they are, where they are, how to get access to them, what influences them, how to maximise their sales potential.
- 3 Who your organisation's competitors are, their levels of sales activities, and relative success.
- 4 Specific aspects of your organisation's market that influence legal and regulatory constraints.
- 5 How to store information within your organisation's information systems.
- 6 Organisational procedures for communicating sales-based information.

Evidence Requirements

To achieve this Unit you will need to ensure that your evidence covers all Performance Criteria, behaviours and Knowledge and Understanding.

- 1 As part of the assessment for this qualification, you must have access to a work or realistic work environment (RWE).
- 2 You must provide evidence of sources of information which are both internal and external.
- 3 You must hold a record of the Outcomes of a SWOT analysis.
- 4 At least two of the following 'colleagues' must be consulted:
 - ◆ your manager
 - ◆ your supervisor or team leader
 - ◆ your assessor
 - ◆ your mentor
 - ◆ your colleagues.

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Comments		
Statement of competence		
I confirm that all evidence (including Knowledge and Understanding), for the entire Unit has been met:		
Candidate's signature	_____	Date _____
Internal Verifier's signature	_____	Date _____
Assessor's signature	_____	Date _____ Date sampled (by IV) _____