

## CCSMP09

### Work with colleagues to market and sell new and back catalogue of printed music



---

#### Overview

This unit is about providing support throughout every stage of marketing and selling new and back catalogue printed music. It includes knowing your market and how consumers consume music. You will work with colleagues at every stage of the process from idea through to point of sale or licensing.

See also MP31 Communicate effectively within a music publishing organisation

## CCSMP09

Work with colleagues to market and sell new and back catalogue of printed music

---

### Performance criteria

#### Develop ideas

*You must be able to:*

- P1 research and assess the market/s for the publications
- P2 help decide on the most effective way of promoting and marketing sectors of the catalogue.
- P3 help implement a budgeted promotion plan, with targets and success criteria, to promote sales or licenses.
- P4 help identify what potential consumers need and plan and focus a business plan around meeting those needs
- P5 attend and prepare for internal meetings and briefings
- P6 help assess market potential for product and determine likely product lifecycle
- P7 help identify competitive products and associated promotional activity, or carry out 'competitive analysis'
- P8 help build and present a business plan to potential customers, investors or stakeholders.
- P9 scrutinise statistics and data to support ideas
- P10 edit down business and product reports into useful documentation for the Sales Team
- P11 generate sales data and produce analysis
- P12 liaise with the production editors to ensure timely delivery of point of sale materials
- P13 prepare formats of music files for various types of distribution
- P14 administer, co-ordinate and check all samplers and sales notes for the Sales Team
- P15 order and distribute samplers to reps, exporters, sales managers, and key stores
- P16 facilitate the sales meetings by distributing music and packs, and giving assistance with the running of the meeting
- P17 authorise and arrange returns

## CCSMP09

Work with colleagues to market and sell new and back catalogue of printed music

---

### Knowledge and understanding

*You need to know and understand:*

- K1 music, the music industry and the writers/composers./publications you represent
- K2 the product lifecycle
- K3 how businesses can understand their market and competition.
- K4 the importance for a business of focussing on customer needs.
- K5 examples of successful marketing campaigns and why they worked.

## CCSMP09

Work with colleagues to market and sell new and back catalogue of printed music

---

**Developed by** Creative and Cultural Skills

---

**Version number** 1

---

**Date approved** December 2010

---

**Indicative review date** December 2015

---

**Validity** Current

---

**Status** Original

---

**Originating organisation** Creative and Cultural Skills

---

**Original URN** MP09

---

**Relevant occupations** Media and communication

---

**Suite** Music Business (Publishing)

---

**Key words** back catalogue, printed music, writers, composers, marketing, sales, music publishing, music business, musical works,