

Overview

This unit is about identifying both opportunities to increase revenue through sales, and also to protect it from any threats to your organisation's future sales success. The factors considered include the competition and their activities, trends amongst potential customers, economic conditions, political and technological developments. The information required can be obtained from relevant research and as a result of feedback from customers and suppliers. Key questions to address include what do your customers, or potential customers expect from your organisation, and also what are your competitors saying and doing? Your organisation's success will depend upon how well your products/services fulfil customers' needs, and how well the benefits of your products/services are communicated.

Who this unit is for

This unit is recommended for those with responsibility for identifying and assessing sales opportunities, as well as any threats to their organisation's future sales, but who may not necessarily be marketing or sales specialists. For example, such individuals might be 'general' managers within larger organisations, or managers and/or proprietors within small to medium sized organisations.

Related specialist units

Those seeking specialist standards offering greater depth regarding this area are referred to the following related MSSSB units:

Marketing units

1. Map organisations within their current and future marketing environment
2. Obtain feedback from existing customers, suppliers and others
3. Identify and monitor competitors' marketing strategies and activities

Sales units

4. Obtain and analyse sales-related information
5. Analyse competitor information
6. Use information to make sales-related decisions

Details of these units can be accessed via <www.msssb.org>

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Performance criteria

You must be able to:

- P1 obtain information regarding customers, competitors, relevant product/service distribution, the economy and relevant technologies from a variety of sources, checking that it is valid and reliable
- P2 identify, monitor and evaluate relevant trends and developments, including those covering political, economic and social trends, as well as regulatory and technological developments
- P3 determine existing and potential customers' profiles and developing needs, and evaluate these for opportunities relevant to your organisation's products/services
- P4 undertake an objective assessment of the relative strengths and weaknesses of your organisation's competitors, including an assessment from your customers' viewpoint
- P5 identify and prioritise the strengths and weaknesses of your organisation, and potential opportunities and threats in your organisation's external environment
- P6 develop a range of options for marketing and sales activities which could form the basis of possible recommendations and assess the implications of each
- P7 assess your organisation's current and future required resources appropriate to meeting the growth in forecasted sales
- P8 assess likely reactions by competitors to marketing and sales initiatives by your organisation
- P9 recommend actions in response to your analysis towards enhancing your organisation's ability to meet market requirements and sales opportunities
- P10 provide all appropriate parties within your organisation with relevant information
- P11 monitor and evaluate the usefulness of information regularly

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Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 different sources of information regarding customers, competitors, the economy and relevant technologies, and how to use them effectively
- K2 the types of information that might be provided by customers and suppliers, and its relevance in informing marketing and sales strategy
- K3 the importance of checking the validity of information and of differentiating between objective and subjective data
- K4 how to undertake a strengths, weaknesses, opportunities and threats analysis
- K5 how to undertake an analysis of the political, economic, social, technological, legal and environmental factors in the external environment
- K6 how to build future scenarios and assess their implications

You need to know and understand:

Industry/sector specific knowledge and understanding

- K7 current and emerging trends and developments in the sector relevant to your operations
- K8 legal, regulatory and ethical requirements in the sector

You need to know and understand:

Context specific knowledge and understanding

- K9 your organisation's actual and potential customer base
- K10 the needs and expectations of your organisation's actual and potential customers and other key parties who are important for the success of your business
- K11 the relative strengths and weaknesses of your organisation's principal competitors
- K12 your organisation's performance and the factors that influence this

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Additional Information

Behaviours

1. You justify all recommendations with a well argued business case
2. You articulate the assumptions made and risks involved in understanding a situation
3. You present information clearly, concisely, accurately and in ways that promote understanding

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Status Original

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Original URN S1

Relevant occupations

Agriculture, Horticulture and Animal Care; Business, Administration and Law; Information and Communication Technology; Arts, Media and Publishing; Health, Public Services and Care; Medicine and Dentistry; Nursing and Subjects and Vocations Allie; Health and Social Care; Public Services; Child Development and Well Being; Agriculture; Horticulture and forestry; Animal care and veterinary science; Environmental conservation; Professional Occupations; Managers and Senior Officials; Information and Communication Technology; Research Professionals; Librarians and Related Professionals; Engineering Professionals; Science Professionals; Database Administration; Software Development; Systems Support; Local Area Archives; Microfilm and Microfiche Technician; Associate Professionals and Technical Occupations; Corporate Managers and Senior Officials; Microsoft Certified Professional; Application Support; Business Analyst; Managers and Proprietors in Hospitality ; ICT for practitioners; ICT for users; Science and mathematics; Science; Mathematics and statistics; Engineering and manufacturing technologies; Engineering; Manufacturing technologies; Transportation operations and maintenance; Construction, planning and the built environment; Architecture; Building and construction; Urban, rural and regional planning; Retail and commercial enterprise; Retailing and wholesaling; Warehouse and distribution; Service enterprises; Hospitality and catering; Leisure, travel and tourism; Sport, leisure and recreation; Travel and tourism; Performing Arts; Crafts, creative arts and design; Media and communication; Publishing and information services; History, philosophy and theology; History; Archaeology and archaeological sciences; Philosophy; Theology and religious studies;

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Social sciences; Geography; Sociology and social policy; Politics; Economics; Anthropology; Language, literature and culture; Languages, literature and culture of the; Other languages, literature and culture; Linguistics; Education and training; Teaching and lecturing; Direct learning support; Preparation for life and work; Foundations for learning and life; Preparation for work; Accounting and finance; Administration; Business management; Marketing and sales; Law and legal services; Production Managers; Functional Managers; Quality and Customer Care Managers; Financial Institution and Office Manager; Managers in Distribution, Storage and Re; Protective Service Officers; Health and Social Services Officers; Managers in Farming, Horticulture, Forest; Managers and Proprietors In Other Service; Health Professionals; Teaching Professionals; Legal Professionals; Business and Statistical Professionals; Architects, Town Planners and Surveyors; Public Service Professionals; Science and Engineering Technicians; Draught persons and Building Inspectors; IT Service Delivery Occupations; Health Associate Professionals; Therapists; Social Welfare Associate Professionals; Protective Service Occupations; Artistic and Literary Occupations; Design Associate Professionals; Media Associate Professionals; Sports and Fitness Occupations; Administration and Secretarial Occupations; Government and Related Organisations; Finance; Records; Communications; General; Secretarial and Related Occupations; Skilled Trades Occupations; Skilled Agricultural Trades; Metal Forming, Welding and Related Trade; Metal Machining, Fitting and Instrument ; Vehicle Trades; Electrical Trades; Construction Trades; Building Trades; Textile and Garment Trades; Printing Trades; Food Preparation Trades; Skilled Trades NEC; Personal Service Occupations; Healthcare and Related Personal Services; Childcare and Related Personal Services; Animal Care Services; Leisure and Travel Service Occupations; Hairdressers and Related Occupations; Housekeeping Occupations; Personal Services Occupations NEC; Sales and Customer Services Occupations; Sales Assistants and Retail Cashiers; Sales Related Occupations; Customer Service Occupations; Process, Plant and Machine Operatives; Process Operatives; Plant and Machine Operatives; Assemblers and Routine Operatives; Construction Operatives; Transport Drivers and Operatives; Mobile Machine Drivers and Operatives; Elementary Occupations; Elementary Agricultural Occupations; Elementary Construction Occupations; Elementary Process Plant Occupations; Elementary Goods Storage Occupations; Elementary Administration Occupations; Elementary Personal Services Occupations; Elementary Cleaning Occupations; Elementary Security Occupations; Elementary Sales Occupations; Transport Associate Professionals; Legal Associate Professionals; Business and Finance Associate Professionals; Sales and Related Associate Professional; Conservation Associate Professionals; Public Service and Other Associate Professionals

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Suite

Marketing and Sales Standards for non-specialists

Key words

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