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### Overview

This unit is about deciding whether to buy in marketing services. It includes assessing and specifying the services required, and then identifying and selecting appropriate suppliers. It therefore includes assessing tenders against agreed criteria, and selecting the most appropriate proposal.

#### Who this unit is for

This unit is recommended for those considering whether to buy in marketing services, such as those provided by marketing consultants, or agencies providing, for example, advertising, market research, direct marketing, sales, sales promotion, or public relations services. Such individuals responsible for buying-in services 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. Decide whether to buy in marketing/marketing communications services from external suppliers
2. Identify third party suppliers of marketing/marketing communications services

Details of these units can be accessed via <[www.msssb.org](http://www.msssb.org)>

# CFAMSSNS13

## Manage the buying in of marketing services

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### Performance criteria

- You must be able to:*
- P1 identify the range of marketing/sales skills and specialist resources required to achieve the relevant marketing/sales plans and its objectives
  - P2 determine whether your organisation possesses the skills and specialist resources necessary to deliver the services required, and according to the schedule agreed for implementing the marketing/sales plan
  - P3 gather information about possible suppliers of the services required and the costs of commissioning the range of services required
  - P4 explore, where possible, the experiences of others of buying in related services, where their views are relevant, objective and valued by you
  - P5 analyse the costs and benefits to your organisation of buying in all and/or part of the services required, identifying those requirements to be bought in
  - P6 prepare invitations to tender, setting out clearly the relevant background information, aims and objectives, required deliverables, the approximate anticipated budget available and the timescales for the proposed marketing/sales requirements
  - P7 issue invitations to tender to suppliers fulfilling the required characteristics, including your relevant contact details and a deadline for responses
  - P8 assess tenders received against agreed criteria and in line with your organisation's requirements
  - P9 select and appoint the preferred supplier(s) in line with your organisation's procedures

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## Manage the buying in of marketing services

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### Knowledge and understanding

*You need to know and understand:*

#### **General knowledge and understanding**

- K1 sources of information regarding third party suppliers, including professional/trade bodies, recommendations and databases
- K2 the topics to be covered within invitations to tender and the importance of each
- K3 the importance of ensuring integrity and transparency in selecting third party suppliers
- K4 the importance of agreeing legal contracts and of establishing relevant copyright ownership, and how to do this
- K5 the importance of consulting with colleagues when deciding whether to buy in services, and how to do this effectively

*You need to know and understand:*

#### **Industry/sector specific knowledge and understanding**

- K6 industry/sector specific legislation and guidelines affecting the procedures for selecting third party suppliers of marketing services
- K7 typical costs and charging mechanisms associated with buying in marketing/marketing communications services from third party suppliers within your organisation's sector

*You need to know and understand:*

#### **Context specific knowledge and understanding**

- K8 your organisation's marketing/sales objectives, and the overall marketing/sales plan
- K9 your organisation's aims and objectives required of the services sought from third party suppliers
- K10 evaluation criteria for use in selecting the preferred third-party suppliers
- K11 your organisation's requirements regarding the selection of third-party suppliers
- K12 your organisation's procedures for drawing up and agreeing contracts
- K13 the limits of your responsibility and authority, and to whom to refer where these are exceeded

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## Manage the buying in of marketing services

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### Additional Information

#### Behaviours

1. You show integrity, fairness and consistency in decision making

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## Manage the buying in of marketing services

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**Originating organisation** MSSSB

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**Original URN** S13

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**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;

## CFAMSSNS13

### Manage the buying in of marketing services

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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 Services; 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

# CFAMSSNS13

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### Suite

Marketing and Sales Standards for non-specialists

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### Key words

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