
Overview

This unit is about managing your organisation's business relationship with third-party suppliers of marketing and sales services, and monitoring their value to your organisation. It includes agreeing performance criteria and a schedule for the delivery of services, and monitoring the supplier's performance against these.

Who this unit is for

This unit is recommended for those involved in commissioning and/or managing the buying in of marketing and/or sales services from third parties, 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 unit

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

1. Brief and work with third party suppliers of marketing/marketing communications services

Details of this unit can be accessed via <www.msssb.org>

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Work with suppliers of marketing/sales services

Performance criteria

You must be able to:

- P1 brief third party suppliers fully and accurately, providing all necessary information
- P2 review draft proposals from the supplier(s), assessing them against the agreed aims and objectives for the marketing/sales requirements
- P3 confirm that the proposals will address the agreed requirements
- P4 accept only those proposals which fulfil the agreed aims and objectives, are justified as offering value for money, and which are in line with the overall marketing/sales aims of your organisation
- P5 identify where proposals do not fulfil the brief, and provide feedback accordingly
- P6 agree performance criteria and a scheduled action plan for the delivery of those marketing/sales services which the agency is contracted to supply
- P7 agree evaluation criteria against which the effectiveness of the selected third party supplier's proposed programme is to be assessed
- P8 monitor the supplier's deliverables and the performance of the programme against the agreed criteria, identifying any deviations promptly
- P9 address any deviations, making agreed tactical changes to the programme promptly
- P10 evaluate objectively the supplier's performance, and the effectiveness of its programme, and use this to inform future activities

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Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 the importance of briefing potential third party suppliers fully, and the implications of not doing this
- K2 the importance of clarifying the work required
- K3 the topics to be covered within proposals addressing marketing/sales requirements
- K4 how to assess objectively the merits of proposals, including the factors to be considered
- K5 the importance of establishing and maintaining agreed lines of communication with the third-party supplier
- K6 why it is important to monitor the business relationship with third-party suppliers for conflict, and how to identify the cause(s) of conflict if it occurs, and how to deal with it promptly and effectively

Industry/sector specific knowledge and understanding

- K7 industry/sector specific legislation, regulation, guidelines and codes of practice relating to the marketing/sales services being provided
- K8 market developments and trends affecting the products/services being addressed

Context specific knowledge and understanding

- K9 the levels of skills and competence, and the relative areas of strength and weakness of the third-party supplier
- K10 agreements/contracts relating to the third-party supplier, and associated service levels agreed
- K11 the aims and objectives sought from the third-party supplier

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Additional Information

Behaviours

1. You present information clearly, concisely and accurately and in ways which promote understanding
2. you work to develop an atmosphere of professionalism and mutual support
3. you show respect for the views and actions of others
4. you recognise imaginative and innovative solutions

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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;

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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

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Suite

Marketing and Sales Standards for non-specialists

Key words

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