
Overview

This unit is about developing and managing a marketing and sales budget for the organisation. It includes evaluating the financial potential of key customers towards ensuring that sales activities are focused upon profitable accounts. It also includes monitoring sales against forecasts and making tactical responses where necessary.

Who this unit is for

This unit is recommended for those responsible for managing a marketing and sales budget, 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 unit

1. Manage a marketing budget

Sales units

2. Forecasting sales and setting sales targets
3. Set, manage and administer sales budgets
4. Evaluate the ongoing financial potential of key customer accounts

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

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Performance criteria

- You must be able to:*
- P1 identify and evaluate relevant internal and external factors impacting upon sales for your organisation
 - P2 identify and evaluate sales trends, market conditions, and proposed marketing and selling activity to determine likely future sales for your organisation's products/services
 - P3 review estimated future sales with relevant people in your organisation and agree a sales forecast for your products/services
 - P4 prepare a realistic budget for marketing and sales activities, setting out the target sales and the anticipated costs associated with achieving these
 - P5 assess the anticipated costs against the likely benefits arising, ensuring that the costs agreed are within those which are affordable
 - P6 identify and prioritise key customer accounts, calculating the estimated sales and associated profitability for these
 - P7 assess the business and financial risks associated with each key account, and prepare contingency plans for areas of particular uncertainty
 - P8 monitor and control marketing and sales performance actively against the agreed budget
 - P9 measure the sales and profitability of key accounts
 - P10 identify the causes of any significant variances between what was budgeted, and what happens actually, and take prompt corrective action
 - P11 propose revisions to the budget, if necessary, in response to variances, or significant developments
 - P12 use information from implementing the budget to inform preparation of future forecasts and budgets

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Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 the information required for sales forecasting, how to source this, and effective means of analysing it
- K2 internal and external factors that may affect sales trends
- K3 how trends can be identified from previous sales forecasts
- K4 the importance and purpose of marketing and sales budgets
- K5 how to set challenging and realistic sales objectives
- K6 the importance of spending time on, and consulting with others, in preparing a budget
- K7 the importance of undertaking a cost/benefit analysis, and how to do this
- K8 how to use budgets to monitor and control performance for a defined area or activity
- K9 the main causes of variances and how to identify such causes
- K10 different types of corrective action which can be taken to address identified variances
- K11 how to develop a profit statement for a key customer account

You need to know and understand:

Industry/sector specific knowledge and understanding

- K12 trends that are likely to affect sales and the setting of budgets in your industry/sector

You need to know and understand:

Context specific knowledge and understanding

- K13 the objectives and operational plans for your area of responsibility
- K14 your organisation's available sales information, such as volume and value of sales, market share and penetration
- K15 the budget periods used in your organisation
- K16 the information required in establishing a marketing and sales budget
- K17 the limits of your authority

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Additional Information

Behaviours

1. You present information clearly, concisely, accurately
2. You act within the limits of your authority
3. You show integrity, fairness and consistency in decision making

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Developed by CFA Business Skills @ Work

Version number 1

Date approved November 2007

Indicative review date November 2009

Validity Current

Status Original

Originating organisation MSSSB

Original URN S6

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; Social sciences; Geography; Sociology and social policy; Politics; Economics;

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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

Suite

Marketing and Sales Standards for non-specialists

Key words

manage marketing and sales budgets