

# CFAMSSNS7

## Target and promote your products/services effectively



### Overview

This unit is about targeting and promoting your organisation's products/services effectively. It includes implementing a budgeted action plan, aimed at ensuring that appropriate products/services are promoted and sold to relevant and targeted customers, whilst achieving the desired return upon investment. It also includes assessing the impact of the plan upon the longer term value of your business.

#### Who this unit is for

This unit is recommended for those responsible for managing how an organisation's products/services are developed, promoted and made available to target customers/ customer groups, but who may not necessarily be marketing 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. Develop new products/services
2. Develop and implant packaging requirements to fulfil marketing objectives
3. Put an organisation's marketing strategy into action
4. Implement marketing strategies and plans for products/services
5. Ensure marketing operations comply with legal, regulatory, ethical and social requirements
6. Fulfil the legal, regulatory and ethical requirements impacting upon your marketing activity

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

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### Performance criteria

- You must be able to:*
- P1 make sure that people involved understand and support your organisation's marketing plan and its objectives, and also their responsibilities related to its achievement
  - P2 implement the plan as agreed and within budget
  - P3 use agreed methods and measures to monitor the implementation and performance of the plan
  - P4 assess the market and profit potential of possible new products/services, based upon valid analysis of the marketing environment
  - P5 present a clear and persuasive business case for identified new products/services
  - P6 determine and prioritise the main functions for proposed packaging, where relevant, including assessing the need to protect the product, ensure product safety, communicate particular qualities and to enable effective merchandising, in line with the marketing strategy for the product
  - P7 identify promptly any variances, or problems associated with achieving the plan, the reasons for these and alert relevant individuals within your organisation who need to know
  - P8 evaluate any significant variances in performance, and recommend reasoned responses towards addressing the variances
  - P9 make tactical adjustments to the marketing plan, or the allocation of people and resources, in a way that is consistent with your organisation's overall objectives
  - P10 evaluate the implementation of the marketing plan, identify marketing good practice and areas for improvement, and communicate these to colleagues
  - P11 ensure marketing operations comply with legal, regulatory, ethical and social requirements

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### Knowledge and understanding

*You need to know and understand:*

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

- K1 the importance of long and medium-term planning to the success of particular products/services
- K2 how to assess and manage risk in relation to planning and implementing a marketing plan
- K3 how to monitor and review implementation of and performance against the marketing plan
- K4 the importance of identifying opportunities for promoting sales through linking associated products/services, and through cross-selling and up-selling
- K5 available communication channels towards making potential customers aware of your products/services, and their relative strengths and limitations
- K6 the principal pricing strategies appropriate for new products, and the issues to be considered when applying these to new products/services, including those that are part of an existing family of products
- K7 how to prepare a valid business case and the key factors to be considered when justifying the development and marketing of new products/services
- K8 the principals of customer testing to establish customer preferences
- K9 the importance of communicating the plan to people and ensuring understanding and how to do so effectively

*You need to know and understand:*

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

- K10 legal, regulatory and ethical requirements affecting the marketing of products/services in your organisation's sector
- K11 market developments in your organisation's sector
- K12 particular current and emerging environmental and social concerns and expectations that are relevant to the sector, and their impact for your organisation's products/services

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

- K13 your organisation's marketing plans relevant to the product/services under consideration and key individuals involved in its development and implementation
- K14 your organisation's actual and potential customer base for the products/services, and their needs and expectations relating to the products/services
- K15 your organisation's actual and potential competitors, and the key features of their approach to targeting and promoting their products/services

*You need to know and understand:*

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### Additional Information

#### Behaviours

1. You demonstrate a clear understanding of different customers and their real and perceived needs
2. You anticipate likely future scenarios based upon a realistic analysis of marketing trends and development
3. You present information clearly, concisely and accurately
4. You present information and arguments convincingly and in ways which gain the commitment and support of others

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**Validity** Current

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**Status** Original

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**Originating organisation** MSSSB

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**Original URN** S7

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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; 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

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### Suite

Marketing and Sales Standards for non-specialists

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### Key words

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