

## ASTFM404

### Develop, promote and market facilities management services



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#### Overview

This unit is for middle managers in the facilities management environment. It is about communicating with those that use facilities management services and making them aware of the services offered. It is about evaluating trends and developments in the market, identifying future needs and using this information to develop facilities management services.

This unit is applicable to those who deliver facilities management services:

1. within an organisation, and
2. to a client organisation

In this context 'the organisation' can be either your employer or a client.

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### Performance criteria

- You must be able to:*
- P1 identify opportunities to improve and expand facilities management services in line with market developments
  - P2 employ appropriate consultation and research techniques to identify accurately and confirm the organisation's future facilities management needs and direction
  - P3 match the organisation's needs with current and planned facilities management services
  - P4 identify and recommend ways of improving facilities management services to better meet the organisation's current and future needs
  - P5 agree with senior management and relevant stakeholders plans for promoting new services
  - P6 communicate to relevant others new facilities management services and added value
  - P7 assess the current and future required resources to meet the changing demand for facilities management services

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### Knowledge and understanding

*You need to know and understand:*

- K1 the market in which the organisation operates
- K2 the organisation's business objectives and core business
- K3 the organisation's strategy for delivering facilities management, it's policies and procedures
- K4 the facilities management services and how they are delivered
- K5 the culture of the organisation and how you can apply this to your work
- K6 current and emerging trends and developments in facilities management
- K7 techniques for consulting with the organisation to identify their facilities management needs and expectations
- K8 who to approach within the organisation that is authorised to make decisions on facilities management services
- K9 where appropriate, effective methods for communicating with existing and potential clients and building relationships
- K10 techniques for identifying where value can be added to existing and planned services
- K11 the added value of facilities management services and how to communicate this effectively to others
- K12 how to add value to existing and planned services in order to meet the organisation's needs

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**Suite** Facilities Management Level 4

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**Key words** Develop, promote, facilities management, organisation, market