

ASTSAL18

Manage sales relationships with customers



Overview

This unit has been imported from the Marketing and Sales Standards Setting Body (MSSSB) Unit 18 (non-specialist suite).

What this unit is about

This unit is about building and maintaining effective sales relationships with your organisation's customers. It includes understanding your customers' requirements from their suppliers, and managing all selling and related interfaces with your customers to ensure effective customer management.

Who this unit is for

This unit is recommended for those responsible for developing and managing relationships with an organisation's customers, 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.

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Performance criteria

- You must be able to:*
- P1 identify and evaluate the criteria which your key customers use when selecting their suppliers, and the impact of such criteria upon your customers procurement practices
 - P2 identify and prioritise customers with whom you want to build effective sales relationships
 - P3 establish existing and potential customer needs and expectations, and balance them with your organisation s sales strategy
 - P4 ensure that your organisations products/services are matched clearly to customer needs and expectations
 - P5 identify opportunities to develop the relationship with your customer
 - P6 set up procedures and processes to support the monitoring and control of product/service support, in agreement with key customers
 - P7 seek and collect customer feedback about your organisations provision of products/ services, to ensure that the required quality and consistency of service is being maintained
 - P8 identify key strengths and weaknesses of the relationship, and activities designed to build on the strengths and to address weaknesses
 - P9 deal with customer complaints or problems and provide suitable sales solutions
 - P10 monitor and evaluate relationships with customers on a regular basis
 - P11 maintain up to date details of your customers, including a record of contacts and transactions made

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Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 how to identify and prioritise effectively customers with whom your organisation should be building long-term and profitable relationships
- K2 how to communicate with key customers effectively in order to develop trust, commitment and co-operation
- K3 how to negotiate effectively with customers to establish a mutually beneficial financial outcome from the relationship
- K4 methods for monitoring and evaluating customer relationships
- K5 principal methods and processes for obtaining customer feedback
- K6 ways of influencing others to respond to customer feedback and improve levels of service
- K7 the importance of maintaining up to date records of customer contact details, and of transactions made

Industry/sector specific knowledge and understanding

You need to know and understand:

- K8 legal, ethical and corporate social responsibility requirements for customer relationships in your sector

Context specific knowledge and understanding

You need to know and understand:

- K9 the focus of the sales plans, targets and sales objectives
- K10 the contribution that customer relationships make to the achievement of your organisations aims
- K11 your organisation's practices relating to monitoring and controlling key customer activities
- K12 methods for managing sales support and customer service improvements
- K13 the limits of your authority in relation to managing a customer relationship

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Additional Information

Behaviours

1. You seek to improve performance continuously
2. You accept criticism of your organisation and are proactive in providing solutions
3. You influence colleagues to improve customer service as a result of monitoring and control activities
4. You demonstrate integrity and ethical behaviour at all times

Links to other NOS

Related specialist units

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

Sales units

- 9.2 Build and retain effective sales relationships
- 9.3 Devise sales strategies to suit procurement practices of key customers
- 9.6 Monitor and control relationship management activities

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Relevant occupations Managers and Proprietors in Hospitality and Leisure Services; Legal Professionals; Architects, Town Planners and Surveyors; Public Service Professionals; Administration and Secretarial Occupations; Government and Related Organisations; Business and Finance Associate Professionals; Managers in Farming, Horticulture, Forestry and Fishing

Suite Local Land Charges and Property Information 2009

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