

## CFAM3.4.2 Develop a marketing distribution plan



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### Overview

This unit is about developing a plan for the physical distribution of an organisation's products/services in line with an agreed distribution strategy. It includes identifying appropriate channel members and determining the relevant roles for all potential parties, and establishing a process for monitoring their performance in achieving targeted levels of customer service.

For the purposes of this unit, 'organisation' can mean a self-contained entity such as a private sector company, a charity or a local authority, or a significant operating unit, with a relative degree of autonomy, within a larger organisation.

This unit is recommended for senior and middle marketing managers. Such marketers might be employed directly by the organisation, or work for an agency/consultancy.

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#### Performance criteria

- You must be able to:*
- P1 identify and prioritise the required characteristics of potential distribution channel members, according to the requirements of the agreed distribution strategy
  - P2 identify and evaluate potential channel members according to the established characteristics
  - P3 select an intermediary(ies) fitting the organisation's requirements
  - P4 prepare the terms to be contained within contracts with the selected intermediary(ies), ensuring that terms are in line with the organisation's distribution strategy
  - P5 determine customer service level targets for channel members
  - P6 identify and assess any risks and potential areas of conflict associated with the proposed roles and goals of channel members, and determine how these might be addressed
  - P7 develop a process for monitoring the performance of channel members against agreed criteria, in line with the organisation's requirements
  - P8 communicate the marketing distribution plan, and gain commitment to its achievement from all relevant stakeholders

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#### Knowledge and understanding

*You need to know and understand:*

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

- K1 the role of distribution and its importance in fulfilling an organisation's overall marketing objectives
- K2 the importance of long and medium term planning to the success of particular products/services
- K3 the components to be covered within a marketing distribution plan
- K4 criteria to be considered when determining potential channel members, for example, experience, expertise, reputation, range of products/services carried
- K5 how to delegate responsibility and allocate resources to support a marketing distribution plan
- K6 the importance of consulting with colleagues and other stakeholders during the development of a plan, and how to do this effectively
- K7 how to develop measures and targets for monitoring and evaluating performance against the plan
- K8 the importance of motivating channel members and methods for doing this
- K9 the importance of understanding the needs, problems, strengths and weaknesses of an organisation's distribution channel members

*You need to know and understand:*

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

- K10 legal, regulatory and ethical requirements affecting the marketing and distribution of products/services within the organisation's sector

*You need to know and understand:*

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

- K11 the organisation's distribution strategy relevant to the products/services under consideration
- K12 potential distribution channel members available to the organisation and their relative needs, problems, strengths and weaknesses in relation to meeting the organisation's distribution objectives
- K13 the organisation's actual and potential customer base for the products/services, and their service needs
- K14 the organisation's actual potential competitors, and the key features of their distribution strategies and plans
- K15 colleagues and other key stakeholders, and their needs and expectations
- K16 processes for consultation within the organisation

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#### Additional Information

##### Behaviours

1. You balance agendas and build consensus
2. You demonstrate a clear understanding of different customers and their needs
3. You demonstrate behaviour that shows respect, helpfulness and understanding
4. You identify clearly the value and benefits to people of a proposed course of action
5. You make appropriate information and knowledge available promptly to those who need it and have a right to it
6. You act within the limits of your authority

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