

CFAM3.4.3 Implement a marketing distribution plan



Overview

This is about implementing a plan for the physical distribution of an organisation's products/services in line with an agreed distribution strategy. It includes contributing to evaluating the effectiveness of the plan. It also includes ensuring that all parties are clear regarding their roles and 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.

Who this unit is for

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 an intermediary(ies) fitting the organisation's requirements
- P2 Negotiate and contribute to agreeing contracts with the selected intermediary(ies), ensuring that terms are in line with the organisation's distribution strategy
- P3 Agree customer service level targets for channel members
- P4 Ensure that all distribution channel members are clear regarding their roles, goals and
- P5 Address correctly any conflict between the roles and goals of channel members
- P6 Monitor the performance of channel members against agreed criteria, addressing promptly any variations from agreed roles, goals and the achieving of agreed customer service levels, in line with the organisation's requirements

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Knowledge and understanding

You need to know and understand:

You need to know and understand the following:

General knowledge and understanding

- K1 The role of distribution and its importance in fulfilling an organisation's overall marketing objectives
- K2 The importance of understanding the needs, problems, strengths and weaknesses of an organisation's distribution channel members
- K3 The importance of motivating channel members and methods for doing this
- K4 Criteria to be considered when determining channel members, for example, experience, expertise, reputation, range of products/services carried
- K5 The importance of establishing contracts and service level agreements with channel members, and what these might cover
- K6 How to develop measures and targets for monitoring and evaluating the performance of distribution plan and channel members

You need to know and understand:

Industry/sector specific knowledge and understanding

- K7 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

- K8 The organisation's distribution plan relevant to the products/services under consideration
- K9 The roles, goals, and performance criteria of the organisation's channel members and how these relate to achieving the distribution plan and objectives
- K10 The needs, problems, strengths and weaknesses of the organisation's distribution channel members
- K11 The organisation's actual and potential customer base for the products/services, and their service needs
- K12 Colleagues and other key stakeholders, and their needs and expectations

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Additional Information

Behaviours

1. You balance agendas and build consensus
2. You agreed clearly what is expected of others and hold them to account
3. You confront performance issues and sort them out directly with the people involved
4. You demonstrate a clear understanding of different customers and their needs
5. You demonstrate behaviour that shows respect, helpfulness and understanding
6. You identify clearly the value and benefits to people of a proposed course of action
7. You make appropriate information and knowledge available promptly to those who need it and have a right to it
8. You act within the limits of your authority

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