

CFAM3.4.4

Motivate distribution channel members



Overview

This unit is about developing effective business relationships and motivating distribution channel members towards maximising an organisation's return on its investment in the distribution of its products/services.

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 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 evaluate distribution channel members' motivations and requirements in distributing an organisation's products/services
 - P2 develop plans for motivating channel members to distribute an organisation's products/services effectively, in line with overall marketing goals and strategies
 - P3 work with channel members to agree marketing goals and associated strategies designed to maximise returns on investment, in line with the organisation's overall marketing strategies and plans for relevant products/services
 - P4 where relevant, agree with channel members the levels of stocks of products/services that they will hold
 - P5 agree with channel members marketing communications plans towards achieving the identified goals
 - P6 provide positive motivators, where relevant, to channel members, designed to maximise the organisation's return on its investment in the distribution of its products/services
 - P7 evaluate the effectiveness of motivation strategies and plans, and use the outcomes to inform future activities

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Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 the importance of motivating distribution channel members and methods for doing this
- K2 the importance of identifying the needs, problems, strengths and weaknesses of an organisation's distribution channel members
- K3 positive and negative motivators, and their respective roles
- K4 the importance of consulting with colleagues and other stakeholders regarding channel members' performance, and how to do this effectively

You need to know and understand:

Industry/sector specific knowledge and understanding

- K5 legal, regulatory and ethical requirements affecting the distribution of products/services within the organisation's sector

You need to know and understand:

Context specific knowledge and understanding

- K6 the organisation's distribution strategy relevant to the products/services under consideration
- K7 the needs, problems, strengths and weaknesses of the organisation's distribution channel members
- K8 targets for the performance of the organisation's distribution channel
- K9 the organisation's actual and potential customer base for the products/services, and their service needs
- K10 colleagues and other key stakeholders and their needs and expectations

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Additional Information

Behaviours

1. You show a clear understanding of different customer segments and their needs
2. You agree clearly what is expected of others and hold them to account
3. You work in partnership with channel members, to develop a relationship based on professionalism and mutual support
4. You make appropriate information available promptly to those who need it
5. You identify clearly the value and benefits to people of a proposed course of action
6. You keep promises and honour commitments
7. You recognise when there are conflicts, acknowledge the feelings and views of all parties, and redirect discussions towards a common goal
8. You act within the limits of your authority

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