

CFAM4.5.1

Develop a sales promotion strategy and plan



Overview

This unit is about establishing sales promotion objectives, strategy and a budgeted plan for an organisation's products/services, (based upon the target market, positioning and marketing mix). It includes identifying appropriate sales promotion techniques and promotional marketing activity for consumers / trade (or retailers).

This unit is recommended for middle and senior marketing managers with responsibility for developing sales promotional strategies and plans for an organisation's products and/or services. Such marketers might be employed directly by the organisation, or work for an agency/consultancy in developing sales promotion strategies for clients.

CFAM4.5.1

Develop a sales promotion strategy and plan

Performance criteria

- You must be able to:*
- P1 identify and prioritise clear sales promotion objectives which are consistent with the organisation's marketing strategy
 - P2 identify and justify a prioritisation of the customer groups to be targeted
 - P3 identify and assess the effectiveness of potential sales promotion tools, taking into account the customer group(s), objectives, competition and cost-effectiveness of the potential tools
 - P4 agree a sales promotion strategy which builds upon the preferred option(s), and sets out specific objectives which are achievable, measurable and realistic
 - P5 agree the sales promotion incentive and response mechanism, in line with achieving the identified objectives and overall marketing strategy
 - P6 where relevant, the proposed sales promotion tools are tested to confirm that they are appropriate and offer the right incentive, and the strategy confirmed or adjusted accordingly
 - P7 establish and agree the sales promotion programme and associated action plan, setting out the mechanics of the promotion, including its duration, and how it will be promoted and distributed, with a timescale for achieving the specified objectives
 - P8 identify the resources required to implement the agreed strategy and plan
 - P9 identify key performance measures, and methods for monitoring and evaluating the strategy
 - P10 ensure that the sales promotion plan fulfils all relevant legislative requirements and codes of practice

CFAM4.5.1

Develop a sales promotion strategy and plan

CFAM4.5.1

Develop a sales promotion strategy and plan

Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 the role of sales promotion, and its place within the marketing mix and demand management
- K2 the techniques for devising and implementing sales promotional campaigns
- K3 how to develop strategic objectives which are SMART (Specific, Measurable, Achievable, Realistic, and Time-bound)
- K4 how to delegate responsibility and allocate resources to support a sales promotion strategy and plan
- K5 the importance of consulting with colleagues and other stakeholders during the development of the plan and how to do this effectively
- K6 how to develop measures and methods for monitoring and evaluating performance against the sales promotion plan
- K7 the process of 'funnelling down' in the strategic planning process

You need to know and understand:

Industry/sector specific knowledge and understanding

- K8 legal, regulatory and ethical requirements impacting upon sales promotions in the organisation's sector
- K9 marketing developments in the organisation's sector

You need to know and understand:

Context specific knowledge and understanding

- K10 the market in which the organisation works
- K11 the organisation's actual and potential customer base
- K12 the needs and expectations of the organisation's actual and potential customers
- K13 the organisation's actual and potential competitors and partners, and the key features of their strategies and plans
- K14 the organisation's ability to respond to market opportunities
- K15 colleagues and other key stakeholders, and their needs and expectations
- K16 processes for consultation within the organisation
- K17 source of information that can aid monitoring and evaluation

CFAM4.5.1

Develop a sales promotion strategy and plan

Additional Information

Behaviours

1. You show a clear understanding of different customer groups and their real and perceived needs
2. You generate and recognise imaginative and innovative solutions
3. You balance agendas and build consensus
4. You present information clearly, concisely and accurately
5. You take personal responsibility for making things happen

CFAM4.5.1

Develop a sales promotion strategy and plan

Developed by	CFA Business Skills @ Work
Version number	1
Date approved	April 2010
Indicative review date	April 2012
Validity	Current
Status	Original
Originating organisation	Chartered Institute of Marketing
Original URN	NM4.5.1
Relevant occupations	1132 Marketing & Sales Managers 3543 Marketing Associates; Communications Officer
Suite	Marketing; Local Government Skills
Key words	Marketing, sales, marketing management, market research, advertising, public relations