

CFAM4.5.2

Manage sales promotion plans



Overview

This unit is about the implementation of sales promotion plans in line with the sales promotion strategy. It includes coordinating the use of a variety of promotional marketing activities, (such as on-pack promotions, in-store promotions, direct marketing campaigns, brand experience activity) as well as contributing to the evaluation of sales promotion campaigns.

This unit is recommended for marketing managers whose responsibilities include managing the implementation of sales promotion plans. Such marketers might be employed directly by the organisation, or work for an agency/consultancy in managing plans for clients.

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Performance criteria

- You must be able to:*
- P1 ensure that all of those involved in implementing the sales promotion plan understand their roles and are committed to achieving agreed objectives
 - P2 implement the sales promotion plan as agreed and within budget
 - P3 use agreed methods to monitor the implementation and performance of the sales promotion programme against evaluation criteria and budget
 - P4 identify promptly any variances, or problems associated with implementing the programme, and address these correctly, alerting relevant stakeholders where relevant
 - P5 evaluate any significant variances in performance, and recommend reasoned responses towards addressing the variances
 - P6 assess and record how the sales promotion campaign has performed, in a way that will inform future marketing planning
 - P7 maintain all required records accurately and correctly
 - P8 ensure that implementation of the sales promotion plan fulfils all relevant legislative requirements and codes of practice

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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
- K2 the techniques for devising and implementing sales promotional campaigns
- K3 how to agree 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 implementation of the plan and how to do this effectively

You need to know and understand:

Industry/sector specific knowledge and understanding

- K6 legal, regulatory and ethical requirements impacting upon sales promotions in the organisation's sector
- K7 marketing developments in the organisation's sector

You need to know and understand:

Context specific knowledge and understanding

- K8 the market in which the organisation works
- K9 the organisation's actual and potential customer base
- K10 the needs and expectations of the organisation's actual and potential customers
- K11 the organisation's ability to respond to market opportunities
- K12 colleagues and other key stakeholders, and their needs and expectations
- K13 processes for consultation within the organisation
- K14 source of information that can aid monitoring and evaluation

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Additional Information

Behaviours

1. You identify individual responsibilities and hold them to account
2. You recognise changes in circumstances promptly and adjust plans and activities accordingly
3. You present information clearly, concisely and accurately
4. You identify clearly the value and benefits to people of a proposed course of action
5. You make appropriate information available promptly to those who need it
6. You take timely decisions that are realistic for the situation

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