

## CFAM4.5.3 Implement sales promotion activity



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### Overview

This unit is about implementing appropriate sales promotion techniques towards achieving promotional marketing objectives. It includes briefing and coordinating the various elements and suppliers involved in the promotional marketing campaigns, in line with agreed plans and budgets.

This unit is recommended for marketers responsible for implementing agreed sales promotion tools and techniques as part of an overall programme.

## CFAM4.5.3

### Implement sales promotion activity

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#### Performance criteria

- You must be able to:*
- P1 make sure that the people involved in actioning the sales promotion activity understand their roles and responsibilities
  - P2 confirm that all of the resources required are correct, available, in the right location(s) and on time according to the requirements of the sales promotion plan
  - P3 implement the sales promotion activity as agreed and to budget
  - P4 use agreed methods to monitor the implementation and performance of the activity, identifying promptly any variances, or problems associated with achieving the plan, and alert relevant stakeholders
  - P5 where relevant, agree and make tactical adjustments to the plan, in a way that is consistent with the sales promotion plan's overall objectives
  - P6 record how the sales promotion activity has been put into practice, including any adjustments, in a way that will inform future sales promotion planning
  - P7 fulfil all relevant legislative requirements and codes of practice

## CFAM4.5.3

### Implement sales promotion activity

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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 sales promotion techniques relevant to your area of operations
- K3 how to implement sales promotion activities, relevant to your area of operations
- K4 the importance of, and how to apply basic, project management skills, including how to communicate and delegate responsibility and resources to support sales promotion activity

*You need to know and understand:*

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

- K5 legal, regulatory and ethical requirements impacting upon sales promotions in the organisation's sector

*You need to know and understand:*

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

- K6 the aims and objectives of the sales promotion plan relevant to your area of operations
- K7 the market in which the organisation works relevant to your area of operations
- K8 the organisation's target customer groups relevant to your area of operations
- K9 colleagues and other key stakeholders, and their needs and expectations
- K10 lines of communication and reporting relevant to your area of operations
- K11 suppliers relevant to your area of operations and their specific briefing needs

## CFAM4.5.3

### Implement sales promotion activity

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#### Additional Information

##### Behaviours

1. You identify individual responsibilities and hold them to account
2. You brief those involved clearly, concisely and accurately
3. You listen actively, and ask questions, clarifying points to check mutual understanding
4. You identify clearly the value and benefits to people of the proposed course of action
5. You recognise changes in circumstance promptly and adjust activities accordingly
6. You show sensitivity to stakeholders' needs and interests and manage these effectively
7. You check the validity and reliability of information
8. You make appropriate information available promptly to all relevant stakeholders

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