

CFAM4.7.1

Develop a business to business motivation strategy and plan



Overview

This unit is about establishing motivation objectives, strategy and a budgeted plan for an organisation's staff or third party channel, based upon a full audit of the motivation needs and potential for communication. It includes identifying appropriate performance improvement, skills development and motivation techniques for all relevant staff and liaising with appropriate departments, for example HR, sales, and fellow marketers.

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

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Performance criteria

- You must be able to:*
- P1 identify and prioritise clear motivation objectives which are consistent with the organisation's HR, sales and marketing strategies
 - P2 carry out a 'Human Audit' to identify and prioritise the individuals to be targeted
 - P3 identify and assess the possible effectiveness of potential motivation techniques, taking into account the target group(s), objectives, and cost-effectiveness of the potential tools
 - P4 agree a motivation strategy which builds upon the preferred option(s), and sets out specific objectives which are achievable, measurable and realistic
 - P5 agree the appropriate motivation rewards and recognitions, in line with achieving the identified objectives and overall strategy
 - P6 where relevant, the proposed motivation 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 motivation programme and associated action plan, setting out the techniques of the campaign, including its duration, and how it will be communicated, 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 motivation plan fulfils all relevant legislative requirements and codes of

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Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 the psychological basis for motivation and its role in relation to a company's vision, marketing and sales strategies
- K2 the techniques for devising and implementing motivation 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 motivation 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 motivation 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 motivation plans in the organisation's sector
- K9 marketing and industry 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 hr, sales and marketing strategies relevant to developing the motivation strategy
- K12 the organisation's staff and channel base
- K13 the needs and expectations of the organisation's staff and channel base
- K14 the organisation's actual and potential competitors and partners, and the key features of their strategies and plans
- K15 the organisation's ability to respond to market opportunities
- K16 colleagues and other key stakeholders, and their needs and expectations
- K17 processes for consultation within the organisation
- K18 source of information that can aid monitoring and evaluation

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Additional Information

Behaviours

1. You show a clear understanding of different target 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

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