

## CFAM4.7.2

### Manage business to business motivation plans



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#### Overview

This unit is about the implementation of motivation plans in line with an agreed strategy. It includes coordinating the use of a variety of motivation activities, (such as incentive travel, voucher schemes, reward catalogues, events and performance and management reporting) as well as contributing to the evaluation of motivation campaigns.

This unit is recommended for marketing managers whose responsibilities include managing the implementation of motivation plans for an organisation. 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 motivation plan understand their roles and are committed to achieving agreed objectives
  - P2 implement the motivation plan as agreed and within budget
  - P3 use agreed methods to monitor the implementation and performance of the motivation 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 motivation campaign has performed, in a way that will inform future planning
  - P7 maintain all required records accurately and correctly
  - P8 ensure that the implementation of the motivation 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 psychological basis for motivation and its role in relation to the company's mission and marketing and sales strategies.
- K2 the techniques for devising and implementing motivation 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 motivation 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
- K6 the implications relating to taxation for those involved in motivation campaigns

*You need to know and understand:*

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

- K7 legal, regulatory and ethical requirements impacting upon motivation programmes in the organisation's sector
- K8 marketing and industry developments in the organisation's sector

*You need to know and understand:*

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

- K9 the market in which the organisation works
- K10 the organisation's staff and channel base
- K11 the needs and expectations of the organisation's staff and channel base
- K12 the organisation's ability to respond to market opportunities
- K13 colleagues and other key stakeholders, and their needs and expectations
- K14 processes for consultation within the organisation
- K15 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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