

CFAM4.7.3

Implement business to business motivation activity



Overview

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

This unit is recommended for marketers responsible for implementing agreed motivation tools and techniques for an organisation as part of an overall programme. Such marketers might be employed directly by the organisation, or work for an agency/consultancy in implementing techniques for clients.

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Performance criteria

- You must be able to:*
- P1 make sure that the people involved in actioning the motivation 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 motivation plan
 - P3 implement the motivation activity as agreed and monitor against agreed budgets
 - 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 motivation plan's overall objectives
 - P6 record how the motivation activity has been put into practice, including any adjustments, in a way that will inform future motivation planning
 - P7 fulfil 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 and psychological basis for motivation campaigns
- K2 motivation techniques relevant to your area of operations
- K3 how to implement motivation 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 motivation activity
- K5 the implications relating to taxation for those involved in motivation campaigns

You need to know and understand:

Industry/sector specific knowledge and understanding

- K6 legal, regulatory and ethical requirements impacting upon motivation programmes in the organisation's sector

You need to know and understand:

Context specific knowledge and understanding

- K7 the aims and objectives of the motivation plan relevant to your area of operations
- K8 the market in which the organisation works relevant to your area of operations
- K9 the organisation's staff and channel base relevant to your area of operations
- K10 colleagues and other key stakeholders, and their needs and expectations
- K11 lines of communication and reporting relevant to your area of operations
- K12 suppliers relevant to your area of operation and their specific briefing needs

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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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