

### Overview

This is about planning the effective promotion and communication of your products/services. It includes confirming the target audience, and the objectives, message and means of communicating and/or promoting to that audience. Forms of communicating might include the use of advertising, direct marketing, field marketing and/or public relations, together with a variety of related product/service promotions, including price and/or sales promotions.

#### Who this unit is for

This unit is recommended for those with responsibility for ensuring that the target customers for an organisation's products/services are fully aware of the relevant key features and benefits of the products/services through the use of effective communications, but who may not necessarily be marketing or sales specialists. For example, such individuals might be 'general' managers within larger organisations, or managers and/or proprietors within small to medium sized organisations.

#### Related specialist units

Those seeking specialist standards offering greater depth regarding this area are referred to the following related MSSSB units:

#### Marketing unit

1. Develop a marketing communications strategy and plans for products/services

#### Sales units

2. Pricing to promote products and services
3. Develop and implement sales promotions

Details of these units can be accessed via <[www.msssb.org](http://www.msssb.org)>

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## Plan the promotion of your products and services

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### Performance criteria

- You must be able to:*
- P1 identify and prioritise the objectives to be achieved by the proposed promotions, ensuring that these are in line with the plan for the relevant products/services
  - P2 identify and prioritise the customer groups and types at which the promotions are to be targeted
  - P3 monitor customer and competitor reactions to pricing strategies in order to identify opportunities for effective price-based promotions
  - P4 evaluate the promotional options, and identify, justify and agree the appropriate option for the products/services
  - P5 assess the affordability of any proposed price-based promotions and their likely effect towards achieving of sales volume and profitability targets
  - P6 identify risks in a price-based promotion and agree relevant contingencies
  - P7 seek specialist advice upon the appropriate options where necessary
  - P8 develop and agree a promotions plan and budget for the achievement of the objectives, setting out clear performance measures and timescales for their achievement
  - P9 identify the resources and capabilities required to deliver the agreed plan and establish whether these are available in-house or whether external services are required
  - P10 communicate the agreed plan, and gain commitment to its achievement from the organisation's relevant people

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### Knowledge and understanding

*You need to know and understand:*

#### **General knowledge and understanding**

- K1 the importance of effective communications and promotions, and their role in building awareness and use of your organisation's products/services
- K2 the importance of identifying the different parties with which an organisation has to communicate, including its consumers, intermediaries and other various publics
- K3 the principal forms of communication and their roles, including advertising, direct marketing, personal selling, public relations and sales promotion
- K4 the different types of price-based promotions that can be offered to your customers, and their relative advantages/disadvantages
- K5 how to assess the affordability of price-based promotions and also any associated risks
- K6 how to develop promotional objectives, actions and accountabilities, and associated budgets, and the components of an effective budget
- K7 how to identify potential risks in relation to achievement of the objectives
- K8 the importance of setting out clear performance measures for plans to communicate/promote your products/services which demonstrate a financial return for the organisation
- K9 the importance of consulting with colleagues and other relevant people during the development of the plan, and how to do this effectively

*You need to know and understand:*

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

- K10 legal and regulatory and ethical requirements affecting communications and promotions in your organisation's sector, including their impact for social/corporate responsibility
- K11 market and sales developments in your organisation's sector

*You need to know and understand:*

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

- K12 the market in which your organisation works
- K13 your organisation's promotional objectives, arising from the overall strategy
- K14 the needs and expectations of your organisation's actual and potential customers, and your organisation's desired response from its communications/promotions
- K15 your organisation's actual and potential competitors and partners, and the key features of their communications/promotional plans
- K16 your organisation's capabilities, resources and capacity to support a communications/promotional plan

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### Additional Information

#### Behaviours

1. You anticipate likely future scenarios based upon a realistic analysis of trends and development
2. You present ideas and arguments clearly, concisely and convincingly
3. You articulate the assumptions made and risks involved in understanding a situation

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**Original URN** S10

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**Relevant occupations** Agriculture, Horticulture and Animal Care; Business, Administration and Law; Information and Communication Technology; Arts, Media and Publishing; Health, Public Services and Care; Medicine and Dentistry; Nursing and Subjects and Vocations Allie; Health and Social Care; Public Services; Child Development and Well Being; Agriculture; Horticulture and forestry; Animal care and veterinary science; Environmental conservation; Professional Occupations; Managers and Senior Officials; Information and Communication Technology; Research Professionals; Librarians and Related Professionals; Engineering Professionals; Science Professionals; Database Administration; Software Development; Systems Support; Local Area Archives; Microfilm and Microfiche Technician; Associate Professionals and Technical Occupations; Corporate Managers and Senior Officials; Microsoft Certified Professional; Application Support; Business Analyst; Managers and Proprietors in Hospitality ; ICT for practitioners; ICT for users; Science and mathematics; Science; Mathematics and statistics; Engineering and manufacturing technologies; Engineering; Manufacturing technologies; Transportation operations and maintenance; Construction, planning and the built environment; Architecture; Building and construction; Urban, rural and regional planning; Retail and commercial enterprise; Retailing and wholesaling; Warehouse and distribution; Service enterprises; Hospitality and catering; Leisure, travel and tourism; Sport, leisure and recreation; Travel and tourism; Performing Arts; Crafts, creative arts and design; Media and communication; Publishing and information services; History, philosophy and theology; History; Archaeology and archaeological sciences; Philosophy; Theology and religious studies;

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Social sciences; Geography; Sociology and social policy; Politics; Economics; Anthropology; Language, literature and culture; Languages, literature and culture of the; Other languages, literature and culture; Linguistics; Education and training; Teaching and lecturing; Direct learning support; Preparation for life and work; Foundations for learning and life; Preparation for work; Accounting and finance; Administration; Business management; Marketing and sales; Law and legal services; Production Managers; Functional Managers; Quality and Customer Care Managers; Financial Institution and Office Manager; Managers in Distribution, Storage and Re; Protective Service Officers; Health and Social Services Officers; Managers in Farming, Horticulture, Forest; Managers and Proprietors In Other Services; Health Professionals; Teaching Professionals; Legal Professionals; Business and Statistical Professionals; Architects, Town Planners and Surveyors; Public Service Professionals; Science and Engineering Technicians; Draught persons and Building Inspectors; IT Service Delivery Occupations; Health Associate Professionals; Therapists; Social Welfare Associate Professionals; Protective Service Occupations; Artistic and Literary Occupations; Design Associate Professionals; Media Associate Professionals; Sports and Fitness Occupations; Administration and Secretarial Occupations; Government and Related Organisations; Finance; Records; Communications; General; Secretarial and Related Occupations; Skilled Trades Occupations; Skilled Agricultural Trades; Metal Forming, Welding and Related Trade; Metal Machining, Fitting and Instrument ; Vehicle Trades; Electrical Trades; Construction Trades; Building Trades; Textile and Garment Trades; Printing Trades; Food Preparation Trades; Skilled Trades NEC; Personal Service Occupations; Healthcare and Related Personal Services; Childcare and Related Personal Services; Animal Care Services; Leisure and Travel Service Occupations; Hairdressers and Related Occupations; Housekeeping Occupations; Personal Services Occupations NEC; Sales and Customer Services Occupations; Sales Assistants and Retail Cashiers; Sales Related Occupations; Customer Service Occupations; Process, Plant and Machine Operatives; Process Operatives; Plant and Machine Operatives; Assemblers and Routine Operatives; Construction Operatives; Transport Drivers and Operatives; Mobile Machine Drivers and Operatives; Elementary Occupations; Elementary Agricultural Occupations; Elementary Construction Occupations; Elementary Process Plant Occupations; Elementary Goods Storage Occupations; Elementary Administration Occupations; Elementary Personal Services Occupations; Elementary Cleaning Occupations; Elementary Security Occupations; Elementary Sales Occupations; Transport Associate Professionals; Legal Associate Professionals; Business and Finance Associate Professionals; Sales and Related Associate Professional; Conservation Associate Professionals; Public Service and Other Associate Professionals

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### Suite

Marketing and Sales Standards for non-specialists

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### Key words

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