

CFAMSSNS20

Evaluate the effectiveness of marketing and sales activities



Overview

This unit is about establishing, applying and monitoring measures which can be used to evaluate the effectiveness of marketing and sales activities for your organisation and its products/services.

Who this unit is for

This unit is recommended for those involved in marketing and selling activities, but are not necessarily 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. Lead the monitoring and evaluation of marketing performance

Sales unit

2. Monitor and evaluate sales team performance

Details of these units can be accessed via <www.msssb.org>?

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Performance criteria

- You must be able to:*
- P1 agree marketing and sales targets, and indicators of performance which are specific, realistic, measurable and which relate to your organisation's priorities
 - P2 monitor and evaluate regularly the outcomes of marketing and sales activities, and the work of those involved, against the targets and indicators agreed
 - P3 support colleagues in identifying and addressing any obstacles to achieving marketing and sales targets
 - P4 identify any areas of underperformance, discuss and agree the causes with those involved, and establish those actions necessary to address these
 - P5 recognise successful completion of significant marketing and sales activities, and the achievement of targets, by individuals and teams
 - P6 demonstrate the contribution made to financial performance derived from key marketing and sales activities
 - P7 use the indicators and outcomes to inform and improve future marketing and sales activities

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Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 the importance of monitoring and evaluating the impact of marketing and sales activities upon an organisation's financial performance
- K2 measures of financial performance appropriate to monitoring marketing and sales activities, and the performance of those involved
- K3 the importance of consulting with relevant colleagues in developing targets and indicators of performance
- K4 performance management techniques appropriate for monitoring success in achieving marketing and sales targets by those involved in marketing and selling activities
- K5 effective practice in providing constructive feedback and gaining commitment to improvement in performance
- K6 the importance of promoting the success of marketing and sales activities

You need to know and understand:

Industry/sector specific knowledge and understanding

- K7 legal, regulatory and ethical requirements impacting upon marketing and sales activities in your organisation's sector, including the impact upon your organisation's social/corporate responsibility

You need to know and understand:

Context specific knowledge and understanding

- K8 the business aims of your organisation and how marketing and sales activities relate to this
- K9 your organisation's products/services, and related marketing and sales activities and targets
- K10 available resources for marketing and sales activities
- K11 key performance indicators used by your organisation, and their application when measuring the performance of marketing and sales activities, and those involved with them

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Additional Information

Behaviours

1. You identify and work in partnership with people who can provide support for your own
2. You agree what is expected of others and hold them to account
3. You make time available to support others
4. You present information clearly, concisely and accurately

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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

Key words

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