

CFAMSSNS8

Make sure that your customers can access your products and services



Overview

This unit is about making sure that your organisation's products/services are available to its target customers via the most appropriate and effective means. It includes identifying customer needs in terms of accessing the products/services, and any associated information requirements, establishing objectives and identifying the resources required, including the use of any third parties/intermediaries. Examples of appropriate and effective means, often termed 'distribution channels', include making the products/services available via a sales team, or via direct marketing (including ordering via the internet/telephone/mail order), retail outlets, and/or via a third party.

Who this unit is for

This unit is recommended for those responsible for identifying and developing the means by which customers access an organisation's products/services, 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 units

1. Develop a distribution strategy for products/services
2. Develop a marketing distribution plan
3. Implement a marketing distribution plan
4. Motivate distribution channel members

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

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Performance criteria

You must be able to:

- P1 determine customers' needs relating to how they might access your products/services
- P2 determine and prioritise your organisation's objectives relating to the distribution of its products/services, and any constraints impacting upon the choice of distribution channel
- P3 identify the distribution options available to your organisation, in line with its overall objectives
- P4 assess potential distribution channels, evaluating their relative strengths and weaknesses towards making your organisation's products/services available to its targeted end-user, taking into account the likely return on investment and the level of control required by your organisation
- P5 identify the nature of any intermediaries that may be required, and their respective responsibilities in making your products/services available to customers
- P6 select, where relevant, an intermediary(ies) fitting your organisation's requirements and prepare the terms to be contained within contracts with the selected intermediary(ies), ensuring that terms are in line with your organisation's requirements
- P7 identify and assess any risks and potential areas of conflict associated with the proposed roles and goals of any intermediaries, and determine how these might be addressed
- P8 agree customer service level targets for any intermediaries
- P9 ensure that all involved in the distribution of your products/services are clear regarding their roles, goals and performance criteria
- P10 where relevant, agree with those involved in the distribution, the levels of stocks of products that they will hold
- P11 provide positive motivators, where relevant, to those involved in the distribution, designed to maximise your organisation's return on its investment in the distribution of products/services
- P12 monitor the performance of those involved in the distribution against agreed criteria, addressing promptly any variations from agreed roles, goals and the achieving of agreed customer service levels, in line with your organisation's requirements

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Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 the role of distribution and its importance in fulfilling an organisation's overall objectives
- K2 the factors to be considered and areas to be addressed in agreeing the means of distribution
- K3 the principal types of distribution and their relative strengths and weaknesses
- K4 the types of intermediaries involved in distribution and their potential roles
- K5 criteria to be considered when determining potential intermediaries, for example, experience, expertise, reputation, range of products/services carried
- K6 the importance of motivating those involved in distributing your products/services, including any intermediaries, and methods of doing this
- K7 how to develop measures and targets for monitoring and evaluating the performance of distribution plan, and also those involved in distributing your products/services

You need to know and understand:

Industry/sector specific knowledge and understanding

- K8 the means of distribution available within your industry/sector, and future factors that might affect this availability
- K9 legal, regulatory and ethical requirements affecting the marketing and distribution of products/services within your organisation's sector

You need to know and understand:

Context specific knowledge and understanding

- K10 your organisation's objectives relevant to the product/services under consideration
- K11 your organisation's target markets, and trends likely to impact upon these
- K12 your organisation's actual and potential customer base for the products/services, and their requirements relating to distribution, including their service needs
- K13 potential distribution intermediaries available to your organisation and their relative needs, problems, strengths and weaknesses in relation to meeting your organisation's distribution objectives

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Additional Information

Behaviours

1. You show a clear understanding of your different customers and their needs
2. You identify clearly the value and benefits to people of a proposed course of action
3. You show sensitivity to the needs and interests of all parties involved

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Validity Current

Status Original

Originating organisation MSSSB

Original URN S8

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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