

CFAS1.4

Use information to make sales-related decisions



Overview

This unit is all about using information to make recommendations directly relating to the sales function. Decisions are needed that affect your customers, markets, products and services.

The unit covers how to interpret data that has been collected and analysed to support decision-making. It also covers how to ensure that any recommendations and decisions that are made are clearly justifiable, take account of available resources, stay within budget and are realistic in terms of time available.

This unit applies to Sales Managers, Key Customer Managers and Senior Sales Managers.

CFAS1.4

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Performance criteria

You must be able to:

- P1 use available market information to analyse customers, market potential and competitors
- P2 use your organisation's business model to place your analysis of customers, market potential and competitors into context
- P3 identify trends within the market relating to the sales of your organisation's products and services
- P4 develop a range of options for sales activities which could form the basis of possible recommendations and assess the implications of each
- P5 make initial recommendations based on relevant marketing and sales information and supported by a clear business case
- P6 make recommendations for changes to the marketing and sales plans to the appropriate people within your organisation
- P7 present recommendations to appropriate people in your organisation and discuss those recommendations with them
- P8 make any changes to your recommendations and agree them with those in a position of authority
- P9 continually review and assess the marketing of products or services and make recommendations for improvement and change

CFAS1.4

Use information to make sales-related decisions

Knowledge and understanding

You need to know and understand:

- K1 how to analyse information and identify trends in markets relating to customers, market potential and competitors
- K2 how to identify options for sales activities using information gathered to support sales decisions
- K3 how to develop recommendations and build a reasoned business case
- K4 how to consult colleagues about sales plans and activities
- K5 the importance of using a variety of business tools to support decision making including SWOT, value chain and pestle analysis
- K6 how to present recommendations relating to sales plans and activities
- K7 methods for evaluating sales decisions
- K8 how to undertake risk assessments of sales activities

Industry/Sector specific knowledge and understanding

- K9 legal, ethical and social requirements relating to the implementation of sales activity recommendations
- K10 risk management models appropriate to industry
- K11 the level of competitor activity within the sector

Context specific knowledge and understanding

- K12 the sales and marketing strategy and plans of your organisation
- K13 your organisation's approach to collecting and analysing market information
- K14 the level, sufficiency, relevance and validity of information collected by your organisation and how it supports sales-related decision making
- K15 your responsibilities and limits of authority for sales-related decisions
- K16 the organisational procedure for making sales-related recommendations
- K17 the relationship between the sales function and other functions in the organisation
- K18 who to consult when carrying out analysis and development of possible recommendations
- K19 time implications for any potential amendments or changes to sales plans
- K20 budget implications for new recommendations or changes
- K21 who to present recommendations for changes to sales plans and activities to and why

CFAS1.4

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Additional Information

Behaviours

1. you handle data analytically
2. you work within the limits of your authority and within your own area of responsibility
3. you justify all recommendations with a well argued business case
4. you consult others on potential options and recommendations
5. you make decisions based on properly justified recommendations
6. you present information in a way that enables a clear understanding of recommendations and their overall impact
7. you balance the risks with the benefits of implementing chosen recommendations

CFAS1.4

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7129 Sales related occupations nec

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