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**Overview**

**What is this unit about?**

1. This standard is about determining selling priorities across a portfolio of products/services based upon an understanding of the current and potential profitability of the components of the portfolio. It includes assessing the products/services within the portfolio to determine which might be retained and developed, as well as any risk and vulnerabilities associated with the portfolio

**Who is this unit for?**

2. This unit is recommended for marketing and sales managers with responsibility for managing a portfolio of products/services.

# SLS210

## Determine selling priorities across a portfolio of products/services

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### Performance criteria

#### Outcomes of effective performance

- You must be able to:*
- P1 Identify the range of products/services within the portfolio
  - P2 Establish the profile of the products/services within the portfolio taking into account trends in their share of the market at which they are targeted, and whether these markets are growing in size
  - P3 Identify the profitability and sustainability of the products/services within the portfolio, taking into account all relevant factors
  - P4 Assess the markets at which the products/services are targeted and determine factors impacting upon their growth
  - P5 Identify any inter-relationships between the different products/services within the portfolio, such that customers buying decisions regarding one might be influenced by change to another
  - P6 Determine the particular strengths and any risks and vulnerabilities affecting the products/services portfolio
  - P7 Determine those products/services with a sustainable competitive advantage
  - P8 Identify and establish those products/services which should be retained and developed, as part of determining the most profitable customer-products mix
  - P9 Develop and agree robust business case for the development of a profitable portfolio of products/services

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### Knowledge and understanding

#### General knowledge and understanding

*You need to know and understand:*

- K1 The importance of long and medium-term planning to the success of a portfolio of products/services
- K2 The principles of strategic management and business planning
- K3 The factors to be considered when reviewing the profitability of products/services
- K4 How to identify potential risks and vulnerabilities in relation to a portfolio of products/ services
- K5 How to develop strategic objectives, actions, accountabilities and associated budgets and forecasts in developing products/services
- K6 Tools and techniques used in analysing product/service portfolios
- K7 How to develop contingency plans to address risks and changing circumstances
- K8 The types of inter-relationships that can occur between products/services within a portfolio and how these can impact upon the buying decisions of customers
- K9 The importance of consulting with colleagues and other stakeholders during the review of a portfolio, and how to do this effectively
- K10 How to make a business case for amendments or additions to your organisation's objectives, the investment required and the forecast return on investment
- K11 The importance of co-ordinating the development and marketing of those products/ services which offer the best return on investment, in line with our organisation's objectives, and how to do so
- K12 How to monitor demand for your products/services and to adapt them in response to variances in demand
- K13 The importance of monitoring how your products/services are priced, promoted and distributed, in response to feedback form existing and

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potential customers, and how to do so

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

*You need to know and understand:*

- K14 Legal, regulatory and ethical requirements affecting the marketing and sales of products/services in the organisation's sector
- K15 Market developments in the organisation's sector

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### Additional Information

#### Behaviours

1. You present information clearly, concisely, accurately and in ways that promote understanding
2. You identify a range of elements in a situation and how they relate to each other
3. You anticipate likely future scenarios based on a realistic analysis of trends and developments
4. You articulate the assumptions made and risks involved in understanding a situation
5. You build a valid picture from restricted or incomplete data
6. You check the validity and reliability of information
7. You act within the limits of your authority

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**Relevant occupations** Marketing and Sales Managers; Sales Representatives  
Telephone Salespersons; Sales Related Occupations n.e.c.

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**Suite** Sales 2010

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