

# CFAS6.1

## Develop and implement sales promotions



---

### Overview

This unit is about designing, developing and implementing sales promotions at a strategic level. It recognises that sales promotions make a key contribution to sales performance and provide the sales team with a valuable additional tool to extend their sales efforts.

The unit covers the establishment of sales promotion objectives for the organisation's products or services and identifying the most beneficial sales promotion techniques to attract customers.

This unit is for; Senior Sales Managers and Sales Managers

## CFAS6.1

### Develop and implement sales promotions

---

#### Performance criteria

*You must be able to:*

- P1 identify and prioritise clear sales promotions objectives which are consistent with your organisation's sales strategy
- P2 identify customer groups to be targeted with the sales promotion
- P3 advise on the effectiveness of potential sales promotion tools
- P4 assist in the development of the sales promotional strategy and set specific sales based objectives
- P5 agree with marketing colleagues the sales promotion incentive and response mechanisms
- P6 take part in the testing of proposed sales promotion tools to ensure that they offer the right incentive to buy
- P7 contribute to the agreement of the sales promotion programme and consider the impact upon the sales effort of achieving the stated promotion objectives
- P8 identify the resources required to implement the agreed sales promotion strategy to exploit opportunities to sell up
- P9 organise the roll-out of the sales promotion and make adjustments within the limits of your own authority to make it a success
- P10 agree sales performance indicators for the sales promotion activities in order to monitor and evaluate the promotion strategy success

# CFAS6.1

## Develop and implement sales promotions

---

### Knowledge and understanding

*You need to know and understand:*

- K1 the role of sales promotions and their fit within the marketing mix
- K2 the real and perceived needs of different customer groups
- K3 the mechanisms for devising and implementing sales promotion campaigns
- K4 how to set effective performance objectives
- K5 how to integrate sales promotion efforts with sales activities
- K6 the importance of consulting colleagues and stakeholders in order to contribute to the development of effective sales promotion plans
- K7 how to develop measures and methods for monitoring and evaluating sales promotion performance

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

- K8 legal, regulatory and ethical requirements for sales promotions in your sector
- K9 current marketing and sales developments in your sector
- K10 competitive activity in your sector

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

- K11 your organisation's market
- K12 your organisation's actual and potential customer base
- K13 the needs and expectations of your organisation's customers
- K14 your organisation's actual and potential competitors and partners and the key features of their buying strategies
- K15 your organisation's ability to respond to marketing and sales opportunities
- K16 the needs and expectations of colleagues and other key stakeholders
- K17 organisational procedures for consultation
- K18 sources of information to support monitoring and evaluation

## CFAS6.1

### Develop and implement sales promotions

---

#### Additional Information

##### Behaviours

1. you generate, recognise and build consensus
2. you balance agendas and build consensus
3. you present information clearly, concisely and accurately
4. you take personal responsibility for implementing actions relating to the sales promotion strategy

## CFAS6.1

### Develop and implement sales promotions

---

**Developed by** CFA Business Skills @ Work

---

**Version number** 1

---

**Date approved** April 2010

---

**Indicative review date** April 2012

---

**Validity** Current

---

**Status** Original

---

**Originating organisation** Chartered Institute of Marketing

---

**Original URN** S6.1

---

**Relevant occupations**  
1132 Marketing and sales managers  
3542 Sales representatives  
7113 Telephone salespersons  
7129 Sales related occupations nec

---

**Suite** Sales 2010

---

**Key words** Sales, sales functions, sales strategy, selling

---