

CFAS6.2

Use direct marketing to support sales activities



Overview

This unit is about using direct marketing to support face-to-face and telesales activities. It includes the use of direct mail to warm up customers in order to increase new sales and aid retention of existing customers through follow-up of direct marketing activities.

The unit also includes consideration of ways in which to measure the success of direct marketing activities

This unit is suitable for face-to-face selling, telesales and online selling

This unit is for; Sales Team Leaders

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Performance criteria

You must be able to:

- P1 ensure that sales team members involved in responding to direct marketing campaigns understand their roles and responsibilities
- P2 identify sales and customer retention targets
- P3 organise the resources required for following-up the direct marketing campaign
- P4 develop a follow-up plan and approach for contacting customers
- P5 carry out appropriate sales activities to retain existing customers and to sell to new customers
- P6 contribute to telesales call scripts to complement the direct marketing activities
- P7 introduce measures for monitoring the effectiveness of direct marketing and associated sales activities
- P8 monitor the performance of the direct marketing and sales campaign
- P9 evaluate the effectiveness of the direct marketing campaign and follow-up activities
- P10 make suggestions for improvements to direct marketing and associated telesales activities

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Knowledge and understanding

You need to know and understand:

- K1 different methods of direct marketing used by telesales organisations to maximise the reach and access to customers
- K2 how to use in-bound and out-bound telesales activities to complement direct marketing activities
- K3 how to use direct marketing activities to warm up sales prospects, develop customer interest and close the sale
- K4 different sales enhancement methods including up-selling, add-ons and suggestion selling
- K5 how to set sales targets effectively based upon direct marketing campaigns
- K6 the importance of customer retention including the profitability benefits of retaining customers
- K7 different approaches to measuring sales success including dial spins, sales per hour, attempts to call, re-sell opportunities and number of orders cancelled
- K8 the importance of sales scripts in complementing direct marketing activities

Industry/Sector specific knowledge and understanding

- K9 Data Protection legislation and sector regulations relating to direct mail
- K10 competitor activities
- K11 ethical, diversity and equality requirements relating to direct marketing and tele-sales in your sector

Context specific knowledge and understanding

- K12 organisational objectives of direct marketing
- K13 sales targets for the direct marketing campaign
- K14 the types and methods of direct marketing used by your organisation
- K15 how direct marketing contributes to the selling message
- K16 other direct marketing and sales promotion activities that complement the sales effort
- K17 resources available to support the direct marketing effort
- K18 your organisation's approach to monitoring and measuring sales targets
- K19 Your organisation's approach to collecting feedback on direct marketing using the information collected

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Additional Information

Behaviours

1. you communicate clearly, concisely and accurately with those involved
2. you listen, ask questions and clarify points to check mutual understanding
3. you recognise the benefits and value to customers of the proposed direct marketing activities
4. you show sensitivity to all stakeholders in the process and manage their needs and interests effectively
5. you are persistent with stakeholders to achieve sales success
6. you demonstrate a positive attitude
7. you monitor and evaluate sales success

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7129 Sales related occupations nec

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