
Overview

This standard is about obtaining and analysing information that helps you to understand the markets you sell into and the volume, mix and value of the products and/or services you sell. The standard covers finding information from different sources, analysing it and considering the implications for the organisation. This standard applies to sales professionals who obtain and analyse sales-related information.

**Performance
criteria**

- You must be able to:
- P1 consult colleagues in the sales team about the information they need to develop their knowledge and understanding of customers and markets
 - P2 identify appropriate sources of information relevant to the organisation's markets, customers and competitors
 - P3 ensure that information sources are sufficient, relevant, valid and reliable and evaluate the benefits and risks of using each source
 - P4 gather sales-related information using planned systems and taking ad hoc opportunities
 - P5 select and use a variety of analytical tools and methods to analyse the organisation's markets, customers and competitors
 - P6 identify the target audience for each category of sales-related information and communicate it effectively
 - P7 ensure that the sales-related information is stored safely and securely in line with organisational, legal, and ethical procedures and is accessible to appropriate people
 - P8 monitor and evaluate the usefulness of sales-related information
 - P9 obtain feedback from colleagues about the relevance and usefulness of the sales-related information that is being used
 - P10 work with colleagues to identify the sales-related information that should be gathered in future

Knowledge and understanding**You need to know and understand:**

- K1 legal and ethical issues relating to the use of market and sales-related information
- K2 sales-related codes of practice for the industry/sector
- K3 the information needs of the sales function
- K4 the differences between primary and secondary data
- K5 how to identify trends in sales-related data
- K6 different sources of market information how to use a variety of analytical tools to analyse sales-related information and why each one might be chosen in a given situation
- K7 how to use appropriate software packages for analysing and presenting sales-related information
- K8 different ways of presenting quantitative and qualitative market information
- K9 how to evaluate the suitability, relevance, validity and reliability of market information
- K10 how the use of sales-related information can result in changes to the marketing mix and the marketing and sales strategy
- K11 the relationships between marketing, sales and other functions and how that impacts on the collection, storage and use of sales-related information

CFASAL001
Obtain and analyse sales-related information



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