
Overview

This standard is about ensuring that an organisation has a clear and up-to-date picture of its markets and business environment and can use appropriate information to support the development of sales strategies and plans. The focus of the standard is on ensuring that you collect sales information about the operating environment including customer needs, market trends, new technologies, legislation and regulation, competitor activity and pricing conditions. The standard also covers your organisation's internal operating environment and the resources available for sales activities. This standard is for sales professionals who monitor and evaluate information for sales planning.

**Performance
criteria**

- You must be able to:
- P1 obtain information about customers and competitors from a variety of sources and use the information to support planning and decision making
 - P2 monitor and evaluate trends and developments inside and outside the organisation that impact on business and sales activities
 - P3 identify and prioritise the strengths and weaknesses of the organisation and the opportunities and threats the organisation faces
 - P4 explore the opportunities and risks of the sales operating environment and their possible impact on the sales plan
 - P5 consult colleagues and other key stakeholders about market developments and the implications for the organisation
 - P6 organise information and knowledge in a way that supports effective business and sales planning
 - P7 ensure that sales planning information is communicated effectively to all appropriate people

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

- K1 legal, regulatory and ethical restraints on information collection and use for sales planning
- K2 emerging trends in the organisation's sector and geographic area of operation
- K3 factors in the organisation's markets that influence sales planning
- K4 different sources and types of information relevant to the organisation's sales activities
- K5 customer behaviour and how it affects the way the sales offer is tailored
- K6 how to carry out competitive analysis that examines competitor sales activities and sales offerings and how to use that information effectively
- K7 how to undertake an analysis of the sales and business environment including political, economic, social, technological, legal and environmental factors (PESTLE)
- K8 how to undertake an analysis of strengths, weaknesses, opportunities and threats (SWOT) from a sales perspective and how to use the information to develop sales strategies and plans
- K9 how to develop a range of sales plan options and how to assess their implications
- K10 how to use information and feed it into the development of strategy and plans

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