
Overview

This standard is about implementing sales promotions at a tactical 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 standard covers the establishment of sales promotion objectives for the organisation's products and/or services and identifying the most beneficial sales promotion techniques to attract customers. This standard is for sales professionals who implement sales promotions.

**Performance
criteria**

- You must be able to:
- P1 identify and agree clear sales promotions objectives which are consistent with the organisation's sales strategy
 - P2 identify customer groups to be targeted with the sales promotion
 - P3 agree with marketing colleagues the sales promotion incentive and response mechanisms
 - P4 identify the resources required to implement the agreed sales promotion strategy to exploit opportunities to sell up
 - P5 organise the roll-out of the sales promotion and make adjustments within the limits of own authority to make it a success
 - P6 agree sales performance indicators for the sales promotion activities in order to monitor and evaluate the promotion strategy success

Knowledge and understanding

You need to know and understand:

- K1 legal, regulatory and ethical requirements for sales promotions
- K2 the organisation's market
- K3 the organisation's actual and potential customer base
- K4 the organisation's actual and potential competitors and partners and the key features of their buying strategies
- K5 the real and perceived needs of different customer groups
- K6 the mechanisms for implementing sales promotion campaigns
- K7 the impact of effective promotions in incentivising customers
- K8 how to set effective performance objectives
- K9 how to integrate sales promotion efforts with sales activities
- K10 sources of information to support monitoring and evaluation
- K11 how to develop measures and methods for monitoring and evaluating sales promotion performance

CFASAL013
Implement sales promotions



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