

Overview

This standard is about the skills and knowledge needed for you to improve sales and marketing in a food and drink business.

Improving sales and marketing is key to the current and future success of a food and drink business. It is important to plan sales and marketing improvements and to ensure products or services are known about and purchased. Focused sales and marketing is essential in the highly competitive food and drink industry.

You will need the skills and knowledge to plan, source and implement sales and marketing plans, ensure timescales, costings and resources are adhered to and objectives and targets are met. You will also need the skills and knowledge to monitor sales and marketing plans and evaluate the final effect of sales or marketing improvement plans to the success of the food and drink business.

This standard is for you if you work in food and drink manufacture and/or supply operations and are involved in improving sales and marketing in a food and drink business.

Performance criteria*You must be able to:***Plan sales and marketing improvements**

1. collate and evaluate information including sales figures, sales and marketing trends relating to your food and drink products or related services
2. review the information and ensure conclusions support the strategy, objectives and development plans of the business
3. prepare a detailed sales and marketing budget
4. produce sales and marketing plans in accordance with organisational requirements

Evaluate plans

5. determine the actions required to fulfil the objectives or targets detailed in the sales and marketing plan
6. evaluate sales and marketing performance against targets
7. identify problem areas and areas for improvement

Improve sales and marketing

8. communicate to relevant people achievement against sales and marketing objectives and/or targets
9. implement improvement plans
10. adhere to organisational requirements when addressing improvements
11. highlight and communicate to relevant people problems in meeting objectives or targets, and take action to deal with them
12. check use of resources and time against the sales and marketing plans and address any problems
13. identify and encourage colleagues to identify threats and suggest improvements to the sales and marketing plans
14. communicate changes to the sales and marketing plans to relevant people
15. evaluate the success of the sales and marketing improvement plans and communicate to relevant people

Knowledge and understanding

You need to know and understand:

1. the sources of sales and marketing information available for your and competitors' businesses and how to access them
2. how to collate and evaluate sales and marketing related information
3. why it is important to collate information on your competitors' products, services, marketing and sales strategies and how to do this
4. how to identify current and future gaps in the market and opportunities for development of your products or services and why it is important to do this
5. why it is important to determine the customers for your products or services and how to do this
6. how to determine your sales and marketing objectives ensuring the plan is consistent with the strategy, policy and objectives of the food business
7. why it is important to evaluate the success of previous sales and marketing campaigns and how to do this
8. the key points to be included in a sales or marketing plan including objectives, time frames, costing and other relevant information
9. the organisational procedures for sourcing and implementing business plans
10. how to breakdown the sales and marketing plans into measurable objectives and targets
11. why it is important to adhere to timeframes, resources and costing and how to do this
12. the organisational methods of communication and information technology and how to make best use of them
13. how to communicate the detailed objectives, targets and timeframes of the sales and marketing plans and why it is important to do so
14. the challenges experienced when implementing sales and marketing improvement plans and how to overcome them
15. how to monitor the progress of sales and marketing against improvement plans and why it is important to do so
16. the organisational procedures for providing feedback to colleagues

17. how to monitor adherence to sales and marketing improvement plans
18. what the organisational standards are for addressing problems and how to adhere to them
19. why it is important to identify threats, opportunities and suggest improvements to the sales and marketing plans
20. why it is important to evaluate the success of sales and marketing improvement plans and how to do this

Improve the sales and marketing in a food and drink business

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