

**Overview**

This standard covers the skills and knowledge required to market wood fuel products to customers. It involves identifying appropriate marketing and communication techniques and their costs and benefits, communicating appropriate messages about wood fuel products, including their benefits and impact on the environment and evaluating marketing activity to make sure it is bringing sufficient return for the organisation.

## Performance criteria

*You must be able to:*

1. identify realistic markets and products for sale and assess suitability following standard operating procedures
2. determine specifications and quantities of each product to be marketed
3. quantify and value products to be marketed following standard operating procedures
4. determine methods and point of sale to meet company requirements
5. obtain best return for available products and services following standard operating procedures
6. keep accurate and up-to-date records according to legislation and organisational requirements

## Knowledge and understanding

*You need to know and understand:*

1. legal duties for health and safety in the workplace and legislation covering your job role
2. relevant legislation and requirements relating to clean wood fuels
3. why marketing and promotion is important
4. different ways to promote wood fuel products
5. wood fuel's sustainability credentials and the benefit of using sustainably produced wood fuel and how this benefits woodland management
6. carbon saving of wood fuel products in comparison to gas, oil coal or electricity
7. how buying from a local quality assured supply helps the local economy and supports local jobs
8. benefits of using recycled or reclaimed wood
9. how to tie marketing and promotional activities in with the seasonal demand for wood fuel products
10. existing and potential customers
11. what motivates people to buy wood fuel
12. wood fuel considered appropriate for cooking and its benefits
13. benefits of different types of wood fuel products and how to portray them to customers
14. how important environmental messages are to your customers
15. how to evaluate which marketing and promotion mediums will reach your audience
16. how to identify the costs and benefits of different marketing and communication techniques

## Market wood fuel products

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**Relevant Occupations** Furniture Makers and Other Craft Woodworkers

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**Suite** Wood Fuel

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