
Overview

This standard is about individuals working on a freelance basis or in a context where they are expected to generate business within the active leisure industry, therefore requiring more than just technical skills.

The main outcomes of this standard are:

1. plan your marketing and sales strategy
2. promote your services
3. sell your services directly to individuals
4. follow up marketing and individual enquiries

This standard is for freelance individuals or employed staff who have to market and sell their services to prospective individuals in the active leisure environment.

Performance criteria

You must be able to:

Plan your marketing and sales strategy

P1. plan your marketing and sales strategy

P2. research the market for your services

P3. identify services that will be attractive to individuals and/or organisations

P4. cost services at a level that will be affordable to individuals and/or organisations

P5. test these services with individuals and/or organisations

P6. seek feedback from individuals and/or organisations

P7. set SMART sales targets

P8. establish objectives and sales targets

Promote your service

P9. identify and target individuals and/or organisations using a selection of methods

P10. present your services so that they are attractive to individuals and/or organisations

P11. make sure individuals and/or organisations are made aware of your services

P12. promote the value and benefits of your services

P13. monitor the effectiveness of your marketing and sales strategy

P14. evaluate your marketing and sales strategy and make improvements

Sell your services directly to individuals

P15. undertake proactive selling

P16. offer and agree a service that meets both parties' needs

P17. agree terms with the individual and/or organisation

P18. make sure the individual and/or organisation is satisfied with the sale

P19. complete documentation in accordance with organisational requirements

Follow up marketing and individual enquiries

P20. follow up marketing and individual enquiries

P21. develop an individual service management system

P22. keep the individual service management system up to date

P23. keep in regular contact with existing individuals and/or organisations

P24. identify opportunities to obtain new business

P25. follow all legal and organisational procedures

Knowledge and understanding

You need to know and understand:

Plan your marketing and sales strategy

K1. how to research the market for your services

K2. how to identify existing and new services that will be attractive to individuals and/or organisations

K3. how to cost services at levels that will be affordable to individuals and/or organisations

K4. methods of testing services

K5. how to develop SMART sales targets

K6. ways of evaluating the effectiveness of your marketing and sales strategy

K7. how to present a plan of your marketing and sales service

Promote your service

K8. methods of identifying and targeting individuals and/or organisations

K9. ways of presenting your services so that they will be attractive to individuals and/or organisations

K10. how to ensure individuals and/or organisations are aware of your services

K11. how to convince individuals and/or organisations of the value and benefits of your services

K12. systems of tracking marketing and sales

K13. ways of comparing targets

K14. methods of evaluating your marketing and sales strategy

Sell your services directly to individuals

K15. different selling techniques

K16. how to offer and agree a service that meets both parties' needs

K17. why it is important to agree terms and conditions with the individual and/or organisation prior to a sale

K18. how to ensure the individual and/or organisation is satisfied with the sale

K19. how to complete the sales documentation in accordance with organisational requirements

Follow up marketing and individual enquiries

K20. the features of an up-to-date individual service management system

K21. how to keep an individual service management system up to date

K22. how to keep in regular contact with existing individuals

K23. how to obtain new business

K24. the current legislation, guidelines, policies, procedures and protocols which are relevant to your work practice and to which you must adhere

Scope/range related to performance criteria

Research

1. identify existing and new trends in the industry
2. analyse your own strengths and weaknesses
3. identify your competitors
4. analyse the strengths and weaknesses of your competitors
5. identify the types of individuals and or organisations who might be interested in your services
6. identify the benefits that individuals and or organisations are looking for

Methods

1. personally
2. through other people
3. through advertising materials
4. via social media
5. Present your services
6. talking to people directly
7. using printed materials
8. electronically
9. via social media

Scope/range related to knowledge and understanding

Systems of tracking

1. manual or hand-written
2. IT-based

Selling techniques

1. reactive
2. proactive

Individual service management system

1. off the peg
2. bespoke

Glossary

Individual service management system

A system that ensures customers' records are kept in a manageable and accessible format, which allows you to build better relationships with customers.

Proactive Selling

Also known as 'active' selling. Proactive selling is taking the initiative and acting first, instead of responding to outside events and situations. It means taking control of the whole selling process, from initiation to conclusion.

Links to other NOS

This standard links with SKAODP3

SKAEAF3

Plan, market and sell services in active leisure environments



Developed by	SkillsActive
Version Number	3
Date Approved	30 Mar 2021
Indicative Review Date	31 Mar 2024
Validity	Current
Status	Original
Originating Organisation	SkillsActive
Original URN	SKAEF18
Relevant Occupations	Leisure and Travel Service Occupations, Leisure, Travel and Tourism, Manager, Sport, Leisure and Recreation, Sports and Fitness Occupations, Sports Coaches
Suite	Outdoor Programmes, Sports Coaching, Exercise and fitness
Keywords	plan; market; sell; active; leisure
