

Title	Produce, coordinate, and evaluate the effectiveness of sales promotion programmes		
Level	5	Credits	8

Purpose	People credited with this unit standard are able to: evaluate target markets for sales promotions; establish objectives for sales promotions; develop sales promotion programmes for selected target markets; coordinate sales promotion programmes in selected target markets; evaluate effectiveness of sales promotion programmes.
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Classification	Retail, Distribution, and Sales > Sales
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Available grade	Achieved
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Guidance Information

- 1 Evidence is required of competent performance in a sales management context.
- 2 This unit standard may be assessed against in a work-based environment, or in an education and training environment if simulated business conditions are provided, or in a combination of both environments.
- 3 Definitions
Organisational procedures referred to in this unit standard may include but are not limited to the applicable procedures found in the following: organisational performance guidelines and standards; government and local body legislation.
Product refers to goods or services.
Sales promotion refers to activities in which products are specially promoted for sale in identified target markets. Approaches used for promotion of products may include but are not limited to – in-store, window or pavement displays; mail-outs, flyers, stands, campaigns, websites, email, radio, television, competitions, billboards, posters, newspapers, magazines, direct selling, and telephone selling.
- 4 Legislation relevant to this unit standard includes but is not limited to: Consumer Guarantees Act 1993, Fair Trading Act 1986, Privacy Act 1993, Credit Contracts and Consumer Finance Act 2003, Contract and Commercial Law Act 2017.
- 5 Evidence is required for production and coordination of two sales promotions using different sales approaches.

Outcomes and performance criteria

Outcome 1

Evaluate target markets for sales promotions in accordance with organisational procedures.

Performance criteria

- 1.1 Potential target markets for sales promotions are identified and evaluated.
- Range may include but is not limited to – previous sales history, new business, competition, access, location, image, expectations, impact on competing products and brands, openness to sales promotion strategies, customer loyalty, brand loyalty, price sensitivity, fit with organisation and its products, pre-testing; evidence of six is required.
- 1.2 Potential for effectiveness of sales promotions is evaluated for specific target markets.
- Range may include but is not limited to – products, markets, customers, promotional strategies, personnel, skills, resources.

Outcome 2

Establish objectives for sales promotions.

Performance criteria

- 2.1 Target markets for sales promotions are selected in accordance with organisational procedures.
- 2.2 Objectives for sales promotions in selected target markets are developed in accordance with organisational procedures.
- Range may include but is not limited to – specific, measurable, achievable, results-focused, time bound, linked to organisation's strategic marketing.
- 2.3 Objectives for sales promotions match requirements of selected target markets.
- Range may include but is not limited to – sales volume, market share, promotional strategies.
- 2.4 Objectives for sales promotions in selected target markets are established and documented in accordance with organisational procedures.

Outcome 3

Develop sales promotion programmes for selected target markets.

Performance criteria

3.1 Sales promotion programmes are developed in accordance with organisational procedures.

Range may include but is not limited to – promotional strategies, marketing, products, resources, customer relationships.

3.2 Sales promotion programmes are relevant for selected target markets.

Range may include but is not limited to – approaches, products, incentives, length, timing, conditions, coverage, competitiveness, responsiveness.

Outcome 4

Coordinate sales promotion programmes in selected target markets.

Performance criteria

4.1 The achievement of established objectives of sales promotion programmes is monitored in accordance with organisational procedures.

Range monitoring methods may include but are not limited to – observation, results, profitability, customer relationships, feedback.

4.2 Sales promotion programmes are coordinated to meet customer requirements.

Range may include but is not limited to – leadership, problem solving, communication, timing, flexibility, adjustment, re-orientation, responsiveness.

Outcome 5

Evaluate effectiveness of sales promotion programmes in accordance with organisational procedures.

Performance criteria

5.1 Methods for measuring effectiveness of sales promotion programmes are identified and applied.

Range methods may include but are not limited to – observation, research, monitoring of sales, analysis of results, self-evaluation, feedback from customers, manufacturers, suppliers, staff; measurements of effectiveness may include but are not limited to – targets, products, value to customers, response to promotional tools, achievement of objectives, profitability, implications for future sales promotions.

5.2 Methods for improving effectiveness of sales promotions are implemented.

Range methods may include but are not limited to – setting development objectives, upskilling, changing strategies, adjusting procedures.

Planned review date	31 December 2021
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	21 March 1997	31 December 2018
Revision	2	3 May 2002	31 December 2018
Revision	3	20 January 2006	31 December 2018
Review	4	20 June 2008	31 December 2018
Review	5	8 December 2016	31 December 2021
Revision	6	29 March 2018	N/A

Consent and Moderation Requirements (CMR) reference	0225
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Comments on this unit standard

Please contact ServicelQ qualifications@ServicelQ.org.nz if you wish to suggest changes to the content of this unit standard.