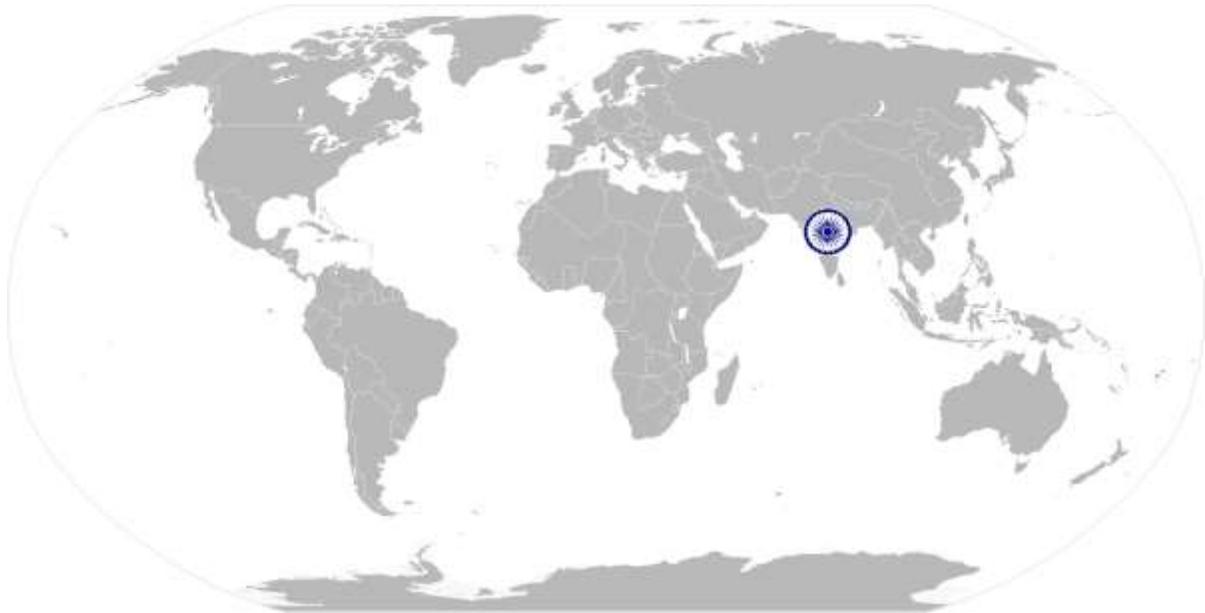


# National Occupational Standard



## Overview

This unit is about carrying out research into markets for your organization's products/services and analyzing their potential for sales opportunities

SSC/ N 1101

Conduct marketing research and analysis for sales

Applicable NOS Unit

<b>Unit Code</b>	SSC/ N 1101
<b>Unit Title (Task)</b>	Conduct marketing research and analysis
<b>Description</b>	This unit is about carrying out research into markets for your organization's products/services and analyzing their potential for sales opportunities.
<b>Scope</b>	<p>This unit/task covers the following:</p> <p><b>Research and analysis</b> into:</p> <ul style="list-style-type: none"> <li>• geographical markets</li> <li>• industry sectors</li> <li>• market segments</li> <li>• individual prospects</li> <li>• competitors</li> </ul> <p><b>Appropriate people:</b></p> <ul style="list-style-type: none"> <li>• line manager</li> <li>• research requestors</li> <li>• research commissioners</li> <li>• subject matter experts</li> </ul> <p><b>Data/information:</b></p> <ul style="list-style-type: none"> <li>• quantitative</li> <li>• qualitative</li> </ul>
<b>Performance Criteria (PC) w.r.t. the Scope</b>	
	<p>To be competent, you must be able to:</p> <p>PC1. establish clearly the objectives and scope of the <b>research and analysis</b> to meet the needs of the business</p> <p>PC2. obtain guidance from <b>appropriate people</b> within your organization to refine the <b>research and analysis</b> approach and methodology</p> <p>PC3. obtain relevant <b>data/information</b> from your organization's knowledge base and published reports to understand overall market/industry trends</p> <p>PC4. obtain relevant <b>data/information</b> on individual prospects and competitors from reliable secondary sources</p> <p>PC5. consolidate <b>data/information</b> correctly into standard templates and tools</p> <p>PC6. review <b>data/information</b> with <b>appropriate people</b> and incorporate their inputs</p> <p>PC7. conduct rule-based analysis on the <b>data/information</b> in line with procedures and draw inferences</p> <p>PC8. review your analysis and inferences with <b>appropriate people</b> and incorporate their inputs</p> <p>PC9. share agreed analysis and inferences with <b>appropriate people</b> using standard</p>

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	<p>templates and tools</p> <p>PC10. update the customer relationship management (CRM) database accurately with the findings</p>
<b>Knowledge and Understanding (K)</b>	
<p><b>A. Organizational Context</b> (Knowledge of the company/ organization and its processes)</p>	<p>You need to know and understand:</p> <p>KA1. your organization's specific policies and procedures which relate to conducting marketing research and analysis and the importance of following these</p> <p>KA2. your organization's knowledge base and how to access this</p> <p>KA3. your organization's products/services and those of competitor organizations</p> <p>KA4. the purpose of conducting research</p> <p>KA5. how to refine the research and analysis approach and methodology</p> <p>KA6. different sources of data/information</p> <p>KA7. limits of the research/analysis and the importance of keeping within these boundaries</p> <p>KA8. organizational policies and procedures for recording and sharing information and the importance of complying with these</p> <p>KA9. the range of standard templates and tools available and how to use these</p> <p>KA10. the purpose of the CRM database and how to use and update this</p>
<p><b>B. Technical Knowledge</b></p>	<p>You need to know and understand:</p> <p>KB1. different techniques used to obtain data/information for research and analysis and how to apply these</p> <p>KB2. the importance of validating data/information before use and how to do this</p> <p>KB3. how to carry out rule-based analysis on data/information</p> <p>KB4. different methods used to interpret the market/industry trends and how to select the methods best suited to the work being carried out</p> <p>KB5. the importance of reviewing data/information with others including the methods used to gather and collate feedback</p>
<b>Skills (S)</b>	
<p><b>A. Core Skills/ Generic Skills</b></p>	<p><b>Writing Skills</b></p>
	<p>You need to know and understand how to:</p> <p>SA1. communicate with others in writing</p> <p>SA2. complete accurate well written work with attention to detail</p>
	<p><b>Reading Skills</b></p>
	<p>You need to know and understand how to:</p> <p>SA3. read instructions, guidelines, procedures, rules and service level agreements</p>
	<p><b>Oral Communication (Listening and Speaking skills)</b></p>
	<p>You need to know and understand how to:</p>

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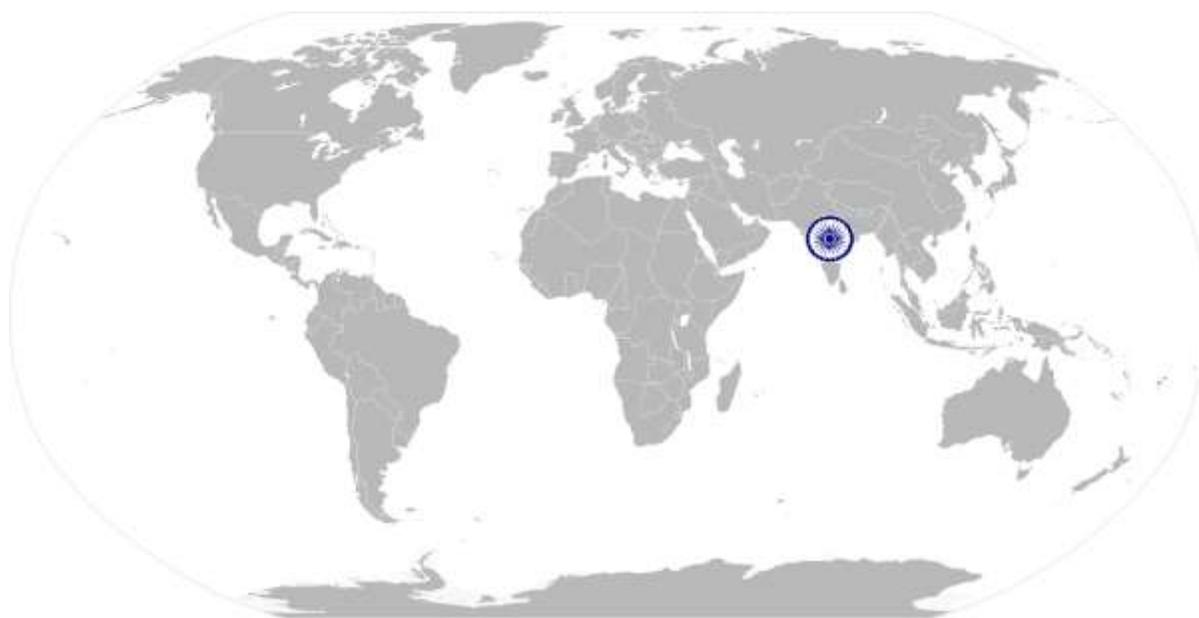
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	<p>SA4. ask for clarification and advice from others</p> <p>SA5. listen effectively and orally communicate information accurately</p> <p>SA6. communicate with people in a positive and constructive manner</p>
<b>B. Professional Skills</b>	<b>Decision Making</b>
	You need to know and understand how to:
	SB1. follow rule-based decision-making analysis
	SB2. make decisions on suitable courses of action
	<b>Plan and Organize</b>
	You need to know and understand how to:
	SB3. plan, organize and carry out your work to achieve targets and deadlines
	<b>Customer Centricity</b>
	You need to know and understand how to:
	SB4. check your own work meets customer requirements
	SB5. deliver consistent and reliable service to customers
	SB6. build and maintain positive and effective relationships with colleagues and stakeholders
	<b>Problem Solving</b>
	You need to know and understand how to:
SB7. apply problem-solving approaches in different situations	
<b>Analytical Thinking</b>	
You need to know and understand how to:	
SB8. analyze data/activities	
SB9. apply balanced judgments to different situations	
<b>Critical Thinking</b>	
You need to know and understand how to:	
SB10. provide opinions on work in a detailed and constructive way	
SB11. apply balanced judgments to different situations	
<b>Attention to Detail</b>	
You need to know and understand how to:	
SB12. check your work is complete and free from errors	
SB13. get your work checked by peers	
<b>Team Working</b>	
You need to know and understand how to:	
SB14. work effectively in a team environment	
<b>C. Technical Skills</b>	You need to know and understand how to:
SC1. apply current techniques and methods for research and analysis	
SC2. use tools and software packages specific to your field of expertise	
SC3. identify and refer anomalies in data	

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	SC4. use information technology effectively to input and/or extract data accurately SC5. keep up to date with changes, procedures and practices in your role
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NOS Version Control

NOS Code	SSC/ N 1101		
Credits(NVEQF/NVQF/NSQF) [OPTIONAL]		Version number	0.1
Industry	IT-ITeS	Drafted on	30/04/2013
Industry Sub-sector	IT Services	Last reviewed on	31/03/2018
		Next review date	31/03/2019

