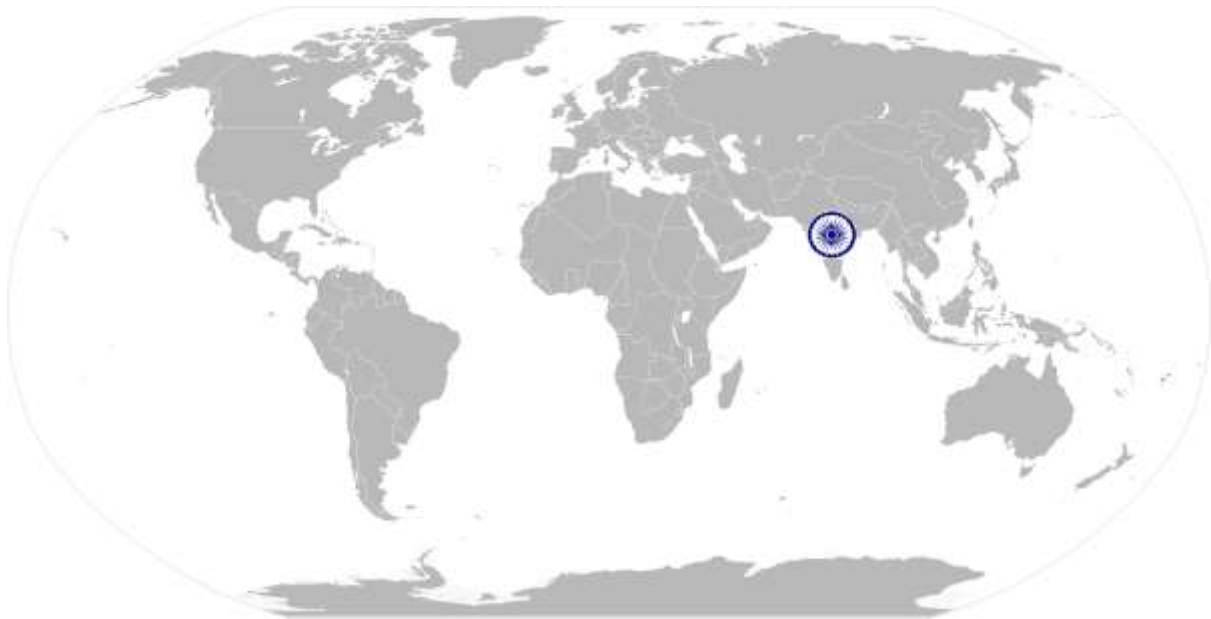


National Occupational Standard



Overview

This unit is about developing sales plans for individual suspects, prospects and clients which in turn contribute to overall sales strategies and targets.

SSC/ N 1103

Contribute to developing sales plans

Applicable NOS Unit

Unit Code	SSC/ N 1103
Unit Title (Task)	Contribute to developing sales plans
Description	This unit is about developing sales plans for individual suspects, prospects and clients which in turn contribute to overall sales strategies and targets.
Scope	<p>This unit/task covers the following:</p> <p>Sales plans for:</p> <ul style="list-style-type: none"> • suspects • prospects • clients <p>Appropriate people:</p> <ul style="list-style-type: none"> • line manager • subject matter experts
Performance Criteria (PC) w.r.t. the Scope	
	<p>To be competent, you must be able to:</p> <p>PC1. agree the activities you will undertake to contribute to the development of sales plans</p> <p>PC2. obtain sufficient, up-to-date information from your organization's knowledge base and appropriate people to build a clear picture of actual sales, sales trends and targets for your organization/work group</p> <p>PC3. obtain sufficient, up-to-date information from your organization's knowledge base and secondary sources to build a clear picture of competitors' actual sales and sales trends</p> <p>PC4. obtain sufficient information from your organization's customer relationship management (CRM) system to understand past relationships and projects executed for particular clients</p> <p>PC5. obtain sufficient information from your organization's customer relationship management (CRM) system to identify existing research, analysis and inferences as a basis for sales plans</p> <p>PC6. identify suitable suspects, prospects and clients and the effective contact management approaches (mode and frequency of communication) for each one</p> <p>PC7. create effective draft sales plans using standards templates and tools in line with organizational procedures</p> <p>PC8. review draft sales plans with appropriate people and incorporate inputs to meet their requirements</p> <p>PC9. update the customer relationship management (CRM) database with the sales plans</p>
Knowledge and Understanding (K)	

SSC/ N 1103

Contribute to developing sales plans

<p>A. Organizational Context (Knowledge of the company/ organization and its processes)</p>	<p>You need to know and understand:</p> <p>KA1. your organization’s policies, procedures and priorities for developing sales plans and your role in applying these</p> <p>KA2. your organization’s business and marketing strategy and plans</p> <p>KA3. your organization’s knowledge base and how to access this</p> <p>KA4. the purpose of the CRM database and how to use this to record and extract information</p> <p>KA5. different markets in which your organization operates</p> <p>KA6. information about:</p> <ol style="list-style-type: none"> actual sales, sales trends and targets for your organization/work group competitors actual sales and sales trends past relationships and projects executed for particular clients market developments and competitive practices within the sector competitors plans within the market place, and the impact of this upon the organization existing research, analysis and inferences that can inform sales plans <p>KA7. your organization’s procedures and criteria for identifying suspects, prospects and clients</p> <p>KA8. the range of standard templates and tools available and how to use these</p>
<p>B. Technical Knowledge</p>	<p>You need to know and understand:</p> <p>KB1. how to create and review sales plans and the importance of doing this correctly</p> <p>KB2. ways in which information on past relationships and projects can help with future sales plans and the importance of using this information</p>
<p>Skills (S)</p>	
<p>A. Core Skills/ Generic Skills</p>	<p>Writing Skills</p>
	<p>You need to know and understand how to:</p> <p>SA1. communicate with colleagues regarding queries in writing</p> <p>SA2. complete accurate, well written work with attention to detail</p>
	<p>Reading Skills</p>
	<p>You need to know and understand how to:</p> <p>SA3. read instructions, guidelines, procedures, rules and service level agreements</p>
	<p>Oral Communication (Listening and Speaking skills)</p>
<p>You need to know and understand how to:</p> <p>SA4. listen effectively and orally communicate information accurately</p>	
<p>B. Professional Skills</p>	<p>Decision Making</p>
	<p>You need to know and understand how to:</p> <p>SB1. make decisions on suitable courses of action</p>
	<p>Plan and Organize</p>

SSC/ N 1103

Contribute to developing sales plans

	You need to know and understand how to: SB2. plan and organize your work to achieve targets and deadlines
	Customer Centricity
	You need to know and understand how to: SB3. check your own work meets customer requirements SB4. work effectively in a customer facing environment
	Problem Solving
	You need to know and understand how to: SB5. apply problem solving approaches in different situations
	Analytical Thinking
	You need to know and understand how to: SB6. configure data and disseminate information to others SB7. analyze data and activity
	Critical Thinking
	You need to know and understand how to: SB8. apply balanced judgments to different situations
	Attention to Detail
	You need to know and understand how to: SB9. check your work is complete and free from errors SB10. get your work checked by peers
Team Working	
You need to know and understand how to: SB11. work effectively in a team environment	
C. Technical Skills	You need to know and understand how to: SC1. use information technology effectively to input and/or extract data accurately SC2. identify and refer anomalies in data SC3. keep up to date with changes, procedures and practices in your role

SSC/ N 1103
NOS Version Control

Contribute to developing sales plans

NOS Code	SSC/ N 1103		
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

