

H12K 04 (CFAS2.9) Contribute to the development of new products and services

What is this Unit about?

As a Sales Team Leader and member of the sales team you may become involved in the development of a new product or service. This Unit is all about the contribution you can make. The Unit focuses on consultation processes, being a member of a product or service development team, liaising with the research and development team, testing new product or service concepts and taking part in the screening and trialling of new ideas and concepts.

The Unit includes assisting in the development of a business case and feasibility study, using your knowledge of your market to underpin the analysis.

Who is this Unit for?

This Unit is suitable for face-to-face selling, telesales and online selling.

This Unit is recommended for Sales Team Leaders.

Outcomes of effective performance

You must be able to:

- 1 Consult colleagues and selected customers about a new product or service strategy.
- 2 Contribute to the generation of ideas for new products or services.
- 3 Assist with the screening of new ideas following organisational guidelines and marketing objectives.
- 4 Take part in market testing to check responses to new products or services.
- 5 Assist with market analysis by providing information about existing customers, their needs, wants and behaviours.
- 6 Use your knowledge of your market to support the preparation of a business case for the launch of a new product or service.
- 7 Contribute to sales forecasting activities to support business case preparation.
- 8 Support the marketing function in presenting a business case for a new product or service.
- 9 Contribute to the selling of a new product or service.
- 10 Develop your new service or product knowledge in order to give your customers accurate and detailed information.
- 11 Prepare to present clear information to customers about the new product or service.
- 12 Review and evaluate feedback from customers on new products and services.

Behaviours which underpin effective performance

- 1 You work with others to support the new product or service development process.
- 2 You provide realistic market information based upon your knowledge of your market.
- 3 You confirm the validity of the information you provide.
- 4 You present any information you provide to the product or service development team clearly, concisely and accurately.
- 5 You take a proactive approach to market screening and testing.
- 6 You demonstrate an appropriate appreciation of your organisation's marketing strategies including product features and customer benefits.
- 7 You constantly evaluate customer responses to the new product or service and inform the marketing function.
- 8 You are a proactive team member at all times.

Knowledge and Understanding

You should know and understand

General Knowledge and Understanding

- 1 The new product or service development process and the key stages that organisations work through before launching a new product or service.
- 2 The role of the marketing and sales teams in the new product or service development process.
- 3 The importance of the marketing mix in relation to the new product or service development process.
- 4 How to collect and collate market information in your own area of responsibility.
- 5 A variety of sales forecasting techniques.
- 6 The importance of strong product or service knowledge for the support of the sales and marketing message.
- 7 The importance of comparing your organisation's sales activities with your competitors' sales activities.
- 8 The difference between product features and product benefits.
- 9 How to best exploit existing markets to launch and sell a new product or service.
- 10 Methods of evaluating the sales success of a new product or service.
- 11 Different mechanisms for providing feedback to the marketing function on the success or failure of a new product or service.

Industry/Sector specific Knowledge and Understanding

- 1 The distribution channels available to your organisation for launching and distributing a new product or service.
- 2 Legal, regulatory, political, ethical and social constraints that might affect the launch of a new product or service.
- 3 Issues of Corporate Governance that relate to the launch of a new product or service.
- 4 Competitor activities in new product or service development.

Context specific Knowledge and Understanding

- 1 Your organisation's overall marketing strategy and objectives, and the implications for the sales team.
- 2 The structure of a new product or service development team.
- 3 Where to obtain the most relevant market information relating to new product or service development.
- 4 Sales forecasting techniques used by your organisation.
- 5 Market features and trends relating to products or services in your market.
- 6 The limits of your own authority and responsibility and who to refer to when these are exceeded.
- 7 Your customer base in terms of their wants and needs.
- 8 Internal training and communications relating to the launch of a new product or service.
- 9 Mechanisms for obtaining customer feedback about the launch of the product or service.

Evidence Requirements

To achieve this Unit you will need to ensure that your evidence covers all Performance Criteria and Knowledge and Understanding.

- 1 As part of the assessment for this qualification, you must have access to a work or realistic work environment (RWE).
- 2 You must provide evidence that you have provided both formal and informal feedback from customers.
- 3 You must provide evidence that all product and/or service development and launch considers:
 - ◆ regulatory requirements and/or legislative requirements
 - ◆ ethical requirements
 - ◆ political and social constraints
 - ◆ the policies and procedures of your own organisation.

H12K 04 (CFAS2.9) Contribute to the development of new products and services

Candidate Recording Form

No	Description of Evidence	Performance Criteria												Behaviours							
		1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8

H12K 04 (CFAS2.9) Contribute to the development of new products and services

		Knowledge and Understanding																							
		General											Industry/Sector Specific				Context Specific								
No	Description of Evidence	1	2	3	4	5	6	7	8	9	10	11	1	2	3	4	1	2	3	4	5	6	7	8	9

H12K 04 (CFAS2.9) Contribute to the development of new products and services

Comments
Statement of competence
I confirm that all evidence (including Knowledge and Understanding), for the entire Unit has been met: Candidate's signature _____ Date _____ Internal Verifier's signature _____ Date _____ Assessor's signature _____ Date _____ Date sampled (by IV) _____