



Unit F2MK 04 (713)

Manage Business to Business Motivation Plans

Unit Summary

This Unit is about the implementation of motivation plans in line with an agreed strategy. It includes coordinating the use of a variety of motivation activities (such as incentives, voucher schemes, reward catalogues, events and performance and management reporting) as well as contributing to the evaluation of motivation campaigns.

In order to be assessed as competent you must demonstrate to your assessor that you can consistently perform to the requirements set out below. Your performance evidence must include at least one observation by your assessor.

Achievement of this Unit will provide you with opportunities to develop the following SQA Core Skills:

Communication Higher

- ◆ Produce and respond to oral communication on a complex topic.

Working With Others Higher

- ◆ Work with others in a group to analyse, plan and complete a complex activity.

Problem Solving Higher

- ◆ Plan, organise and complete a complex task.
- ◆ Review and evaluate a complex problem solving activity.

I have completed the requirements of this Unit.

Candidate name: _____ **Date:** _____

Candidate signature: _____ **Date:** _____

I can confirm the candidate has completed all requirements of this Unit.

Assessor signature: _____ **Date:** _____

IV signature: _____ **Date:** _____

Assessment centre: _____

You must be able to	Evidence Requirements	Evidence/ Activity Ref No.
<p>1 Manage business to business motivation plans</p> <p>This means you:</p> <ul style="list-style-type: none"> (a) Ensure that all of those involved in implementing the motivation plan understand their roles and are committed to achieving agreed objectives. (b) Implement the motivation plan as agreed and within budget. (c) Use agreed methods to monitor the implementation and performance of the motivation programme against evaluation criteria and budget. (d) Identify promptly any variances, or problems associated with implementing the programme, and address these correctly, alerting relevant stakeholders where necessary. (e) Evaluate any significant variances in performance, and recommend reasoned responses towards addressing the variances. (f) Assess and record how the motivation campaign has performed, in a way that will inform future planning. (g) Maintain all required records accurately and correctly. (h) Ensure that the implementation of the motivation plan fulfils all relevant legislative requirements and codes of practice. 	<p>Evidence of managing business to business motivation plans in accordance with workplace procedures.</p>	

Evidence of Performance

Evidence of performance may employ examples of the following assessment:

- ◆ observation
- ◆ written and oral questioning
- ◆ evidence from company systems (eg Food Safety Management System)
- ◆ reviewing the outcomes of work
- ◆ checking any records of documents completed
- ◆ checking accounts of work that the candidate or others have written

Candidate name:		Assessor initials/date
No	Activity	
1		

You need to know and understand		Evidence
Evidence of knowledge and understanding should be collected during observation of performance in the workplace. Where it cannot be collected by observing performance, other assessment methods should be used.		
General knowledge and understanding		
K1	The psychological basis for motivation and its role in relation to a company's mission marketing and sales strategies.	
K2	The techniques for devising and implementing motivation campaigns.	
K3	How to agree strategic objectives which are SMART (Specific, Measurable, Achievable, Realistic, and Time-bound).	
K4	How to delegate responsibility and allocate resources to support a motivation strategy and plan.	
K5	The importance of consulting with colleagues and other stakeholders during the development of the plan and how to do this effectively.	
K6	The implications relating to taxation for those involved in motivation campaigns.	
Knowledge and understanding in the context of your business		
K7	The market in which the company works.	
K8	The company's staff and channel base.	
K9	The needs and expectations of the company's staff and channel base.	
K10	The company's ability to respond to market opportunities.	
K11	Colleagues and other key stakeholders, and their needs and expectations.	
K12	Processes for consultation within the company.	
K13	Source of information that can aid monitoring and evaluation.	
Industry/sector specific knowledge and understanding		
K14	Legal, regulatory and ethical requirements impacting upon motivation programmes in your sector.	
K15	Marketing and industry developments in your sector.	

Notes/Comments

Assessor signature: _____

Date: _____