

Unit 549 – Contribute to the Planning and Implementation of Promotional Activities

Guided Learning Hours: 32

Learning Outcome	Assessment Criteria
1. Be able to contribute to the planning and preparation of promotional activities	<p>1.1 make recommendations to the relevant person (s) for suitable promotional activities, identifying the potential benefits for the business</p> <p>1.2 identify and agree specific, measurable, achievable, realistic and time bound objectives and target groups for the activity with the relevant person(s)</p> <p>1.3 agree requirements for the activity with all relevant person(s) in sufficient detail to allow the work to be planned</p> <p>produce an agreed plan showing the</p> <ul style="list-style-type: none">- type of promotional activity- objectives of the activity- roles and responsibilities of others involved <p>1.4 - resource requirements</p> <ul style="list-style-type: none">- preparation and implementation activities- timescales- the budget- methods of evaluation <p>1.5 agree a plan that takes into account any legal requirements, when necessary</p> <p>1.6 make sure resources are available to meet the planned timescale</p>

<p>2. Be able to implement promotional activities</p>	<p>2.1 implement promotional activities to meet the agreed plan</p> <p>2.2 adapt promotional activities, when necessary, in response to changed circumstances and/or problems</p> <p>2.3 use resources effectively throughout the promotional activities</p> <p>2.4 communicate the essential features and benefits of products and services to the target group</p> <p>2.5 use methods of communication that are suitable for the type of promotional activity being undertaken</p> <p>2.6 present information in logical steps</p> <p>2.7 encourage the target group to ask questions about the services and products being promoted</p> <p>2.8 respond to questions and queries in a way which promotes goodwill and enhances the salon's image</p> <p>2.9 actively encourage the target group to take advantage of the services and products being promoted</p> <p>2.10 clear away products and equipment at the end of the promotional activity, when necessary, to meet the requirements of the venue</p>
<p>3. Be able to participate in the evaluation of promotional activities</p>	<p>3.1 use the methods agreed in the promotional activity plan to gain feedback from the relevant sources</p> <p>3.2 collate and record the information gained from the feedback using a clear and concise format and method of presentation</p> <p>3.3 draw accurate and clear conclusions on the effectiveness of the promotional</p>

	<p>activity in meeting the agreed objectives</p> <p>3.4 participate in discussions giving a clear and well structured summary of the results of the evaluation</p> <p>3.5 make recommendations for improvements to any future promotional activities based upon the outcomes of the evaluation</p>
4. Understand the venue and legal requirements	<p>4.1 explain the practical requirements and restrictions of any venue</p> <p>4.2 describe the contract requirements, local bye-laws and legislation which could restrict the promotional activity in any venue used</p> <p>4.3 explain the importance of considering health and safety and other legal requirements</p> <p>4.4 explain the health and safety procedures applicable to any venue used</p> <p>4.5 explain the potential hazards that must be considered when working at any venue</p> <p>4.6 describe the steps that should be taken to minimise risks when working at an external venue</p>
5. Understand how to plan and prepare promotional events	<p>5.1 explain the purpose and value of detailed and accurate planning</p> <p>5.2 explain the type of resourcing requirements necessary for promotional activities</p> <p>5.3 explain how the nature of the target group can influence the choice of promotional activity</p> <p>5.4 explain how to match types of promotional activities to objectives</p> <p>5.5 describe how to present a plan for promotional activities</p> <p>5.6 explain why it is important to consider methods of evaluation at the planning</p>

	<p>stage</p> <p>5.7 explain how to write objectives that are Specific, Measurable, Achievable, Realistic and Time Bound (ie SMART objectives)</p> <p>5.8 explain the importance of working to a budget</p> <p>5.9 explain where and how to obtain resources</p> <p>5.10 explain the importance of clearly defining the roles and responsibilities of those involved in promotional activities</p> <p>5.11 describe the importance of allocating roles and responsibilities to match an individual's competence levels</p> <p>5.12 explain the importance of gaining an individual's commitment and agreement to undertake a role in the promotional activity</p> <p>5.13 explain the types of foreseeable problems that occur and ways of resolving them</p>
6. Understand how to sell products and services	<p>6.1 explain how to recognise buying signals and to close sales</p> <p>6.2 identify the difference between the features of a product or service and the benefits of a product or service</p> <p>6.3 describe the features and benefits of products and/or services being promoted</p> <p>6.4 describe how to tailor the presentation of the benefits of products and/or services to meet individual needs and interests</p>
7. Understand communication techniques	<p>7.1 explain how and when to participate in discussions</p> <p>7.2 describe how to give a short presentation</p>

	<p>7.3 compare different methods of presenting information</p> <p>7.4 explain how and when to make openings to encourage others to ask questions</p> <p>7.5 describe how to answer questions and manage queries in a way likely to maintain goodwill</p>
<p>8. Understand evaluation methods and techniques</p>	<p>8.1 explain the purpose of evaluation activities</p> <p>8.2 explain the areas of the promotional activity which should be evaluated</p> <p>8.3 describe the most suitable methods of gaining feedback for the promotional activities in the range</p> <p>8.4 explain how to collate, analyse and summarise evaluation feedback in a clear and concise way</p> <p>8.5 explain suitable ways of formatting and producing an evaluation report</p>