



## ASSESSMENT **WORKBOOK**

*Principles of Marketing and Selling in a  
New Business  
H/503/3432*

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SFEDI Enterprises Ltd t/a SFEDI Awards  
19 Victoria Road  
Darlington  
DL1 5SF  
[www.sfedigroup.com](http://www.sfedigroup.com)

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# Introduction

This workbook has been developed so that you are able to collect and present evidence that demonstrates your knowledge and skills in relation to marketing and selling in a new business.

There are different sections that make up this workbook in order to make sure you are able to complete all of the tasks necessary but you will be provided with support as you move along by your Assessor.

Further learning materials and support is available through your studying membership of the Institute of Enterprise and Entrepreneurs. If you haven't yet received your login please speak to your Assessor who will be happy to sort this out for you.

This unit contains three learning outcomes and will support you to be able to:

- Understand how to identify and meet customer needs in a new business
- Understand how to market products or services in a new business
- Understand how to plan for selling products or services

The evidence within this workbook will be assessed by,

**Assessor Name:**

and will be quality assured by,

**Internal Quality Assurer Name:**

Your Assessor will support you to plan how best to demonstrate your knowledge and skills which may be through the completion of the activities within this workbook or may include additional tasks best suited to you.

If any additional tasks are to be completed these will be listed in the table below with target dates for which you should try your best to complete each task listed.

<b>Task</b>	<b>Target Date</b>	<b>Re-planned Target Date</b>
Completion of the activities included within this workbook		

By signing below you agree to completing the work as detailed above and working with your Assessor to achieve this by the deadlines indicated.

**Learner Name:**

**Signature:**

**Date:**

**Assessor Name:**

**Signature:**

**Date:**

# Activities

## Activity 1

Using the table below, identify the different methods a business can use to collect information on customer needs and the advantages and disadvantages of each of the methods

Collection method	Advantages	Disadvantages

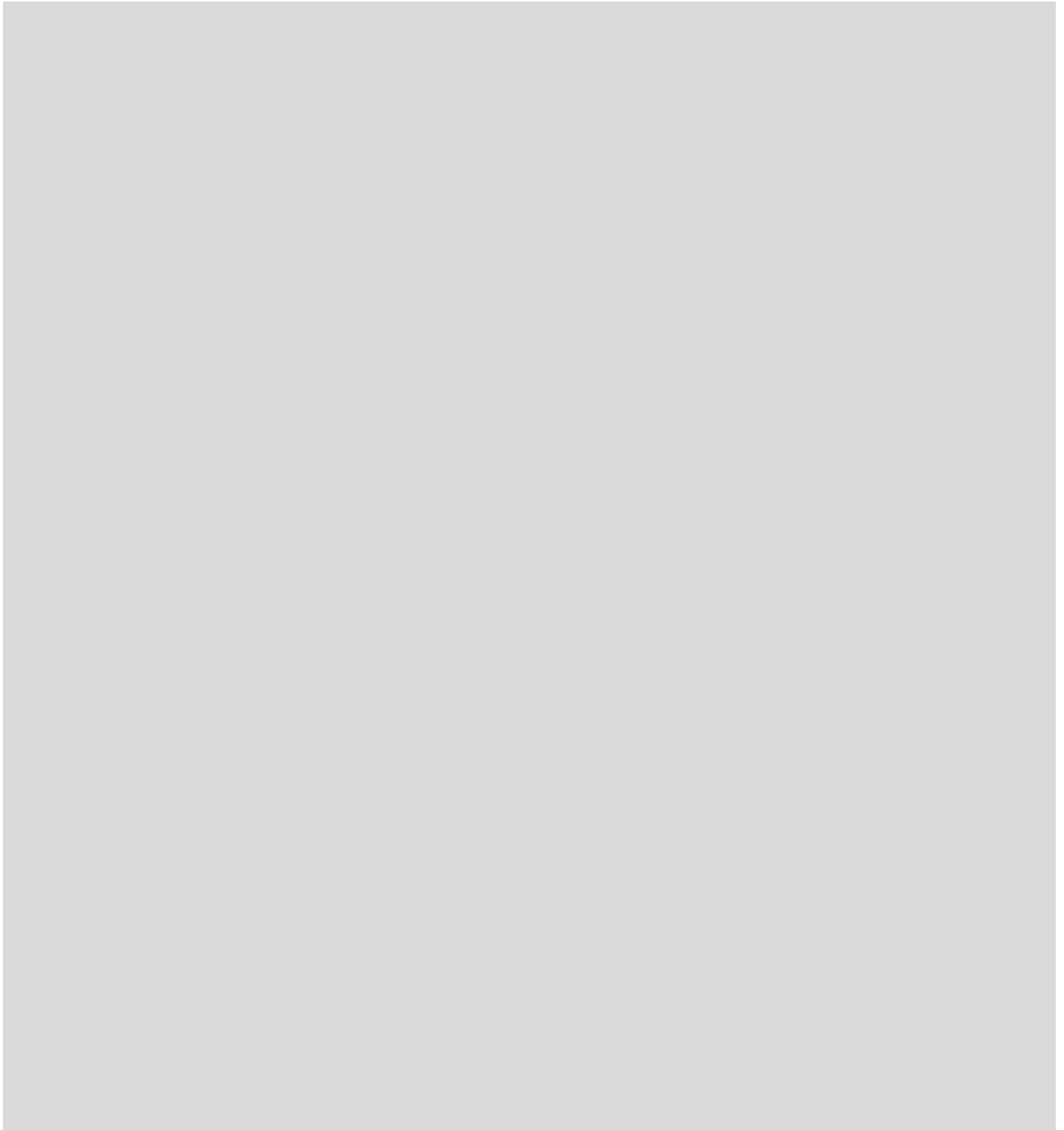
## Activity 2

Using the box below, explain how information collected using the methods you identified in activity 1 can help in analysing the needs of customers

### Activity 3

Finding out and understanding the needs of customers is important but it is not always possible to meet those needs for reasons out of your control. You don't run a business in isolation, you run a business within a market place and your competition can have more of an impact on you than you might want them to.

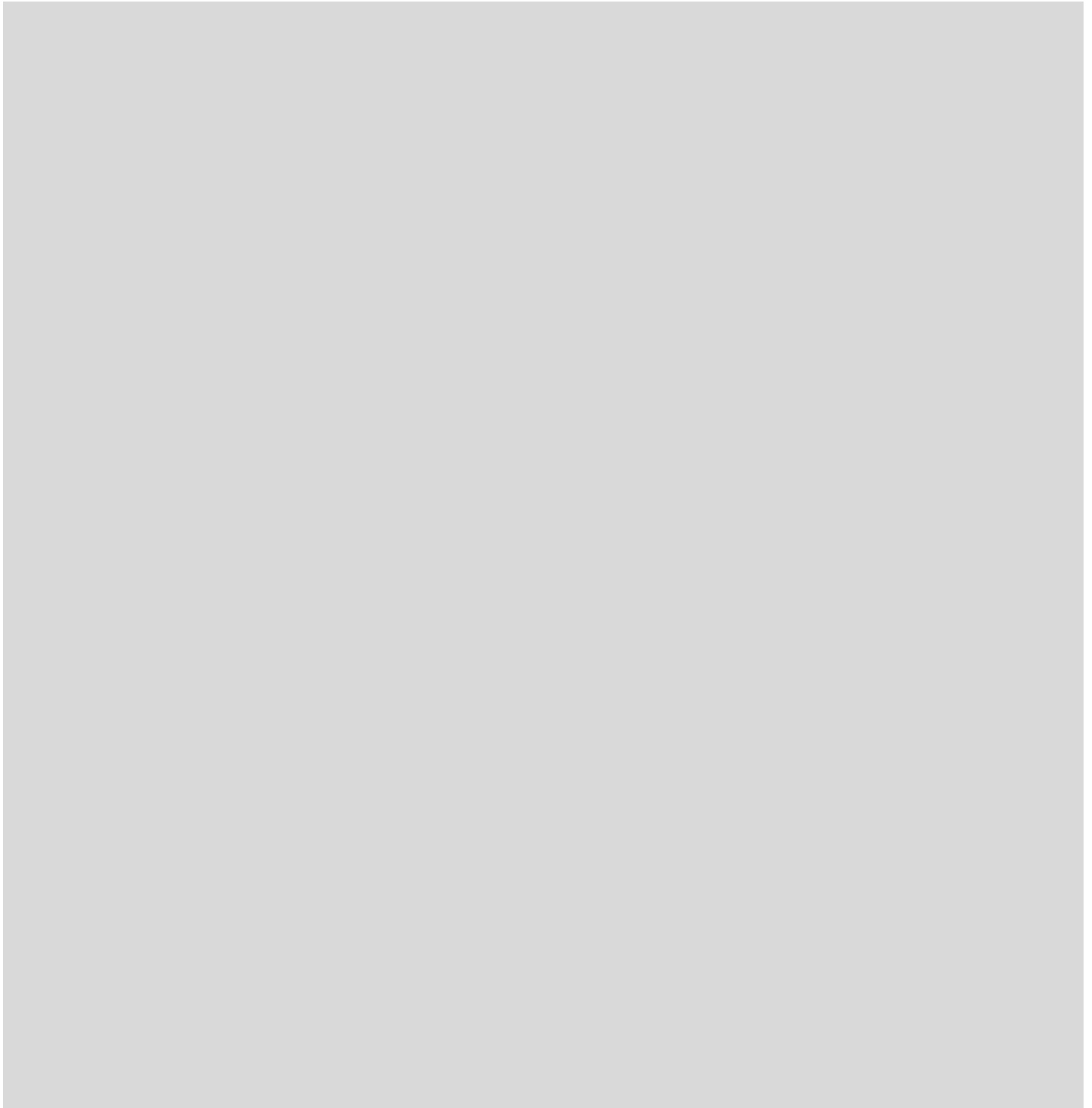
Using the box below, explain how competition might impact on the ability of a business to meet the needs of customers



## Activity 4

How a business structures itself and is run all plays a part in how it aims to meet the needs of its customers, eg. targets to set up telephone systems in order to support telephone sales. But how does a business know the right targets to set to meet the needs of its customers?

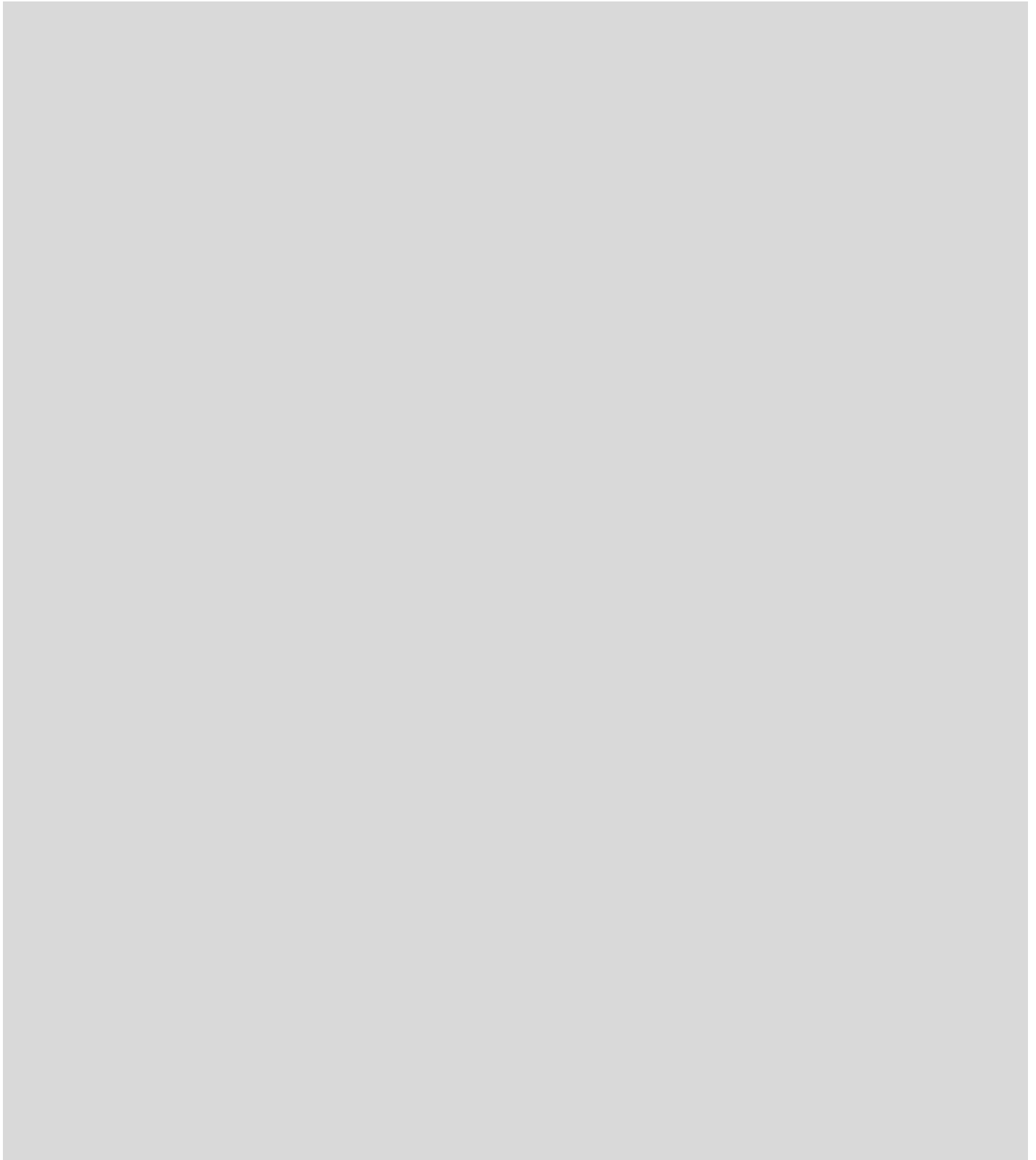
Using the box below, explain how a business can set organisational targets to meet the needs of different customer target groups





## Activity 5

Using the box below, explain the methods which a business could use to monitor the targets that it sets to make sure it is meeting the needs of customers



## Activity 6

Before a business can start to plan how it will market its products or services it needs to understand its customer base and make sure it has the correct marketing mix. It should have a product or service:

- with the right features
- with the right price
- in the right place at the right time
- that is known to potential customers

Using the boxes below, explain how a business can address each of the points above to ensure it has the correct marketing mix

<b>Right features</b>	<b>Right price</b>
<b>Right place</b>	<b>Right exposure to potential customers</b>

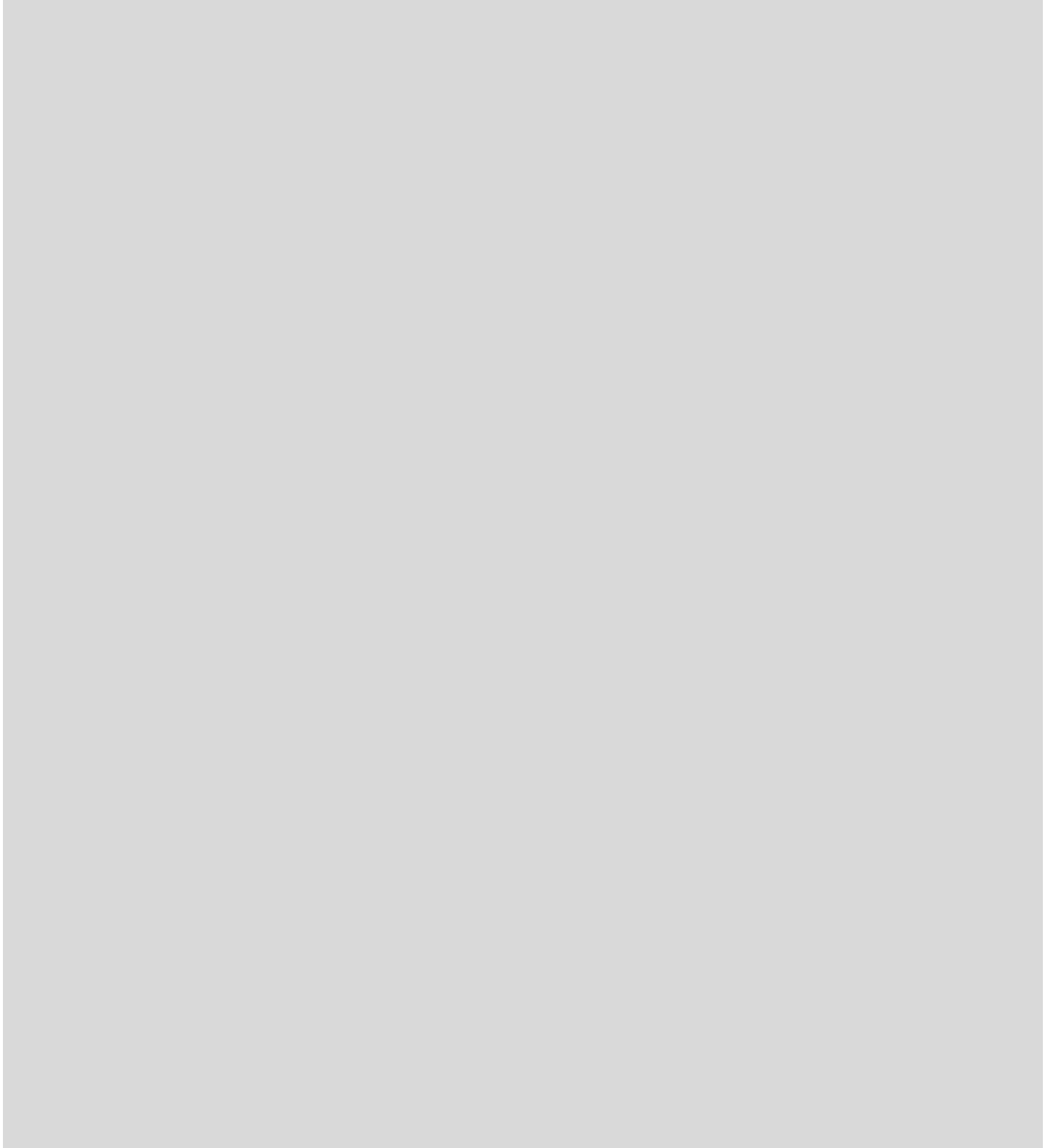
Once a business has the right marketing mix it can then start to investigate the different methods of marketing its products or services.

Using the table below, identify the different methods a business can use to market products or services to potential customers and the advantages and disadvantages of each of the methods

Marketing method	Advantages	Disadvantages

## Activity 7

Using the box below, explain why it is important for a business to set goals for marketing and sales in order to support the overall objectives of the business



## Activity 8

Using the box below, explain how a business would go about setting marketing targets that support it to meet its overall business goals **and** the criteria that could be used in order to monitor marketing performance against the targets

## Activity 9

There are many different ways a business can reach its target market and sell its products, from various types of online portals to physical face to face sales and each have their advantages and disadvantages.

Using the table below, identify the different methods a business can use to sell its products or services to potential customers and the advantages and disadvantages of each of the methods

Sales method	Advantages	Disadvantages

## Activity 10

Using the table below, identify the different sections that would make up a standard sales plan and provide a short explanation of what should be included in that section

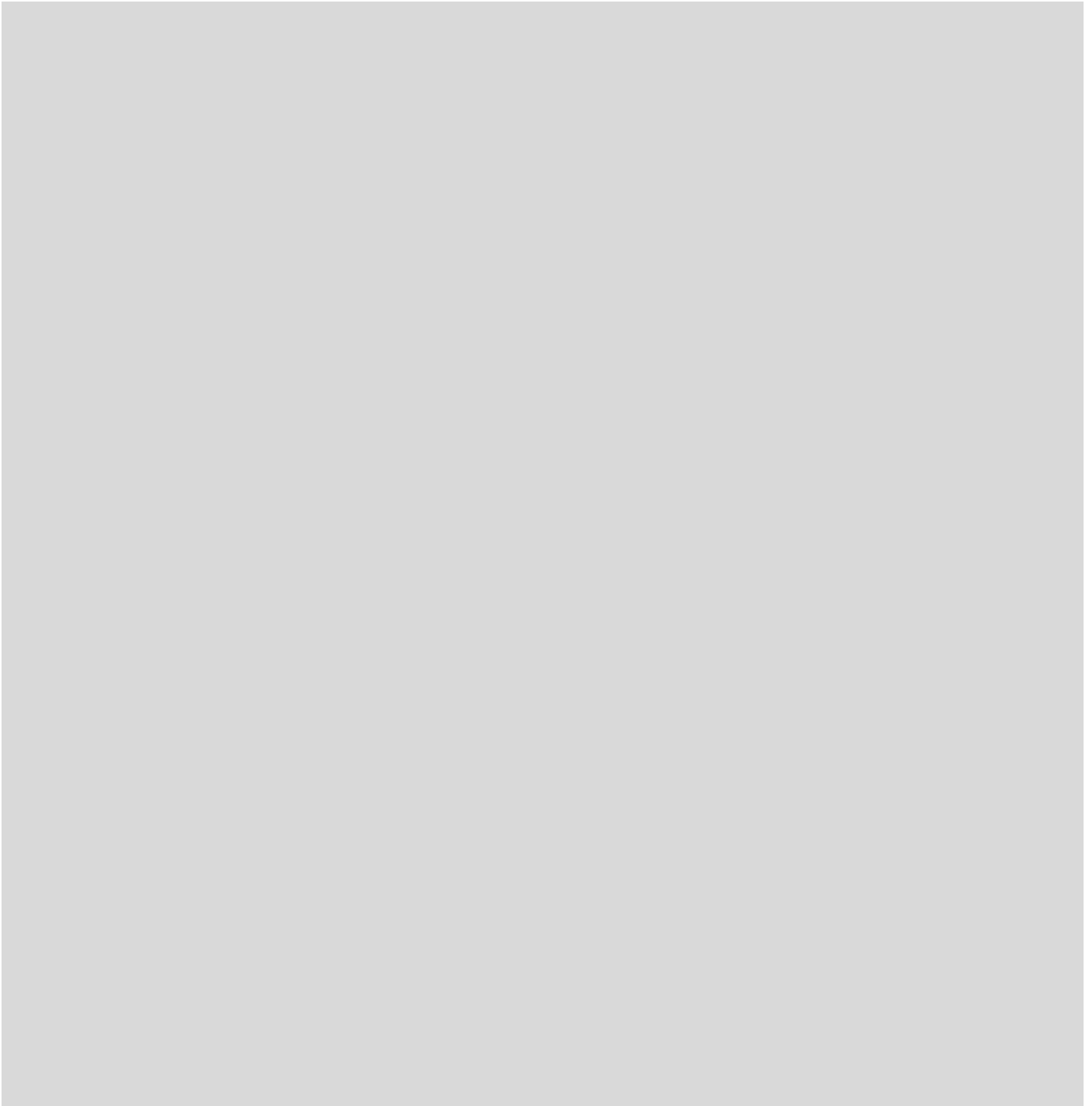
Section	Description of information to include
<i>eg. new business acquisition strategies and tactics</i>	<i>This section should concentrate on the strategies that will be used in order to find new customers and new and/or increased market share. It should set targets relating to how many new contacts should be made, how awareness of the product or service can be increased and how to gain referrals from any existing customers</i>

## Activity 11

There are no set formats for a sales plan as they are individual to the person and the type of business and often the decision is based on what is best placed and easiest to use.

Search for a sales plan template that you think best meets your knowledge, needs and skills and provide a copy with this workbook for assessment by your Assessor.

Using the box below, explain why you have chosen this format and why it is the most appropriate in your opinion





# Activity Mapping

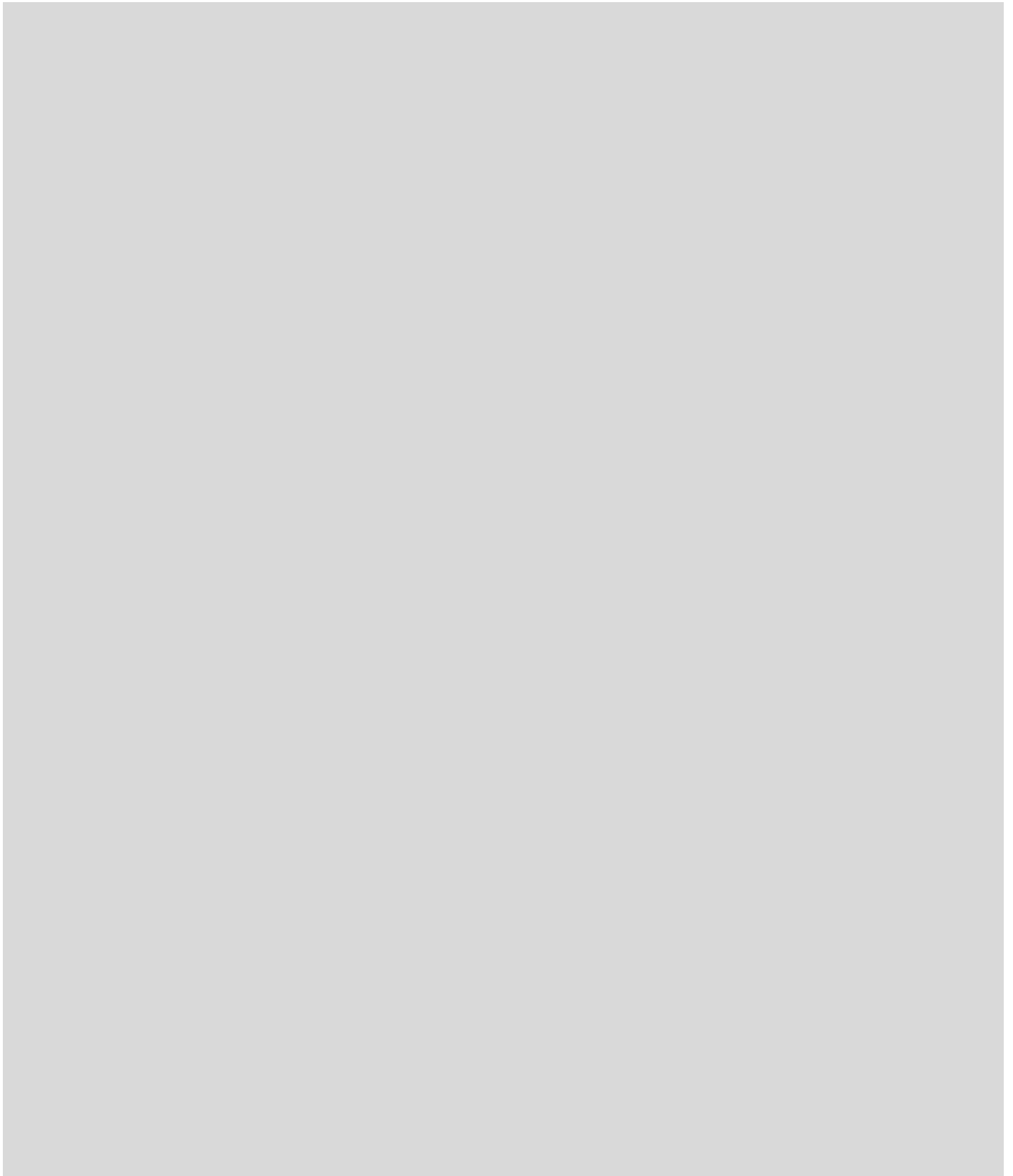
Now you have completed the activities to demonstrate your knowledge and skills it is time for your Assessor to map your work against the standards listed below.

By doing this they will be making sure that the work you have provided by completing the activities meets the requirements for you to gain your certificate.

Your Assessor will provide you with feedback on how you have done and whether any more work may be required.

<b>Assessment Criterion - The learner can:</b>	<b>Activity Number or Reference Number of Additional Activities:</b>	<b>Assessor Signed Off (✓/X):</b>
Evaluate different methods of collecting information on customer needs in a new business	1	
Explain how information can be used to analyse customer needs	2	
Explain how competition might impact on ability to meet customer needs	3	
Explain how to set and review business targets to meet the needs of different customer target groups	4/5	
Explain how to market products or services for a new business idea	6	
Explain why it is important to set goals for marketing and sales against business targets	7	
Explain how to develop criteria for monitoring marketing performance and success against targets	8	
Describe how to set and review marketing targets for a new business	8	
Assess the advantages and disadvantages of different methods of selling products or services	9	
Explain the importance of setting sales targets for a new business	7	
Explain the key elements required in a sales plan	10	
Select an appropriate format for a sales plan	11	

# Assessor Feedback



# Authenticity Declarations

## Learner Declaration

By signing this declaration you agree that the evidence provided within this workbook has been produced by you and meets the requirements of being authentic, sufficient, valid and current to the standards required.

**Learner Signature:**

**Date:**

## Assessor Declaration

By signing this declaration you agree that you have assessed all of the evidence produced within this workbook and have ensured that the work is that of the learner. You are also declaring that during the learning process you have ensured that the evidence is authentic, sufficient, valid and current to the standards required.

**Assessor Signature:**

**Date:**

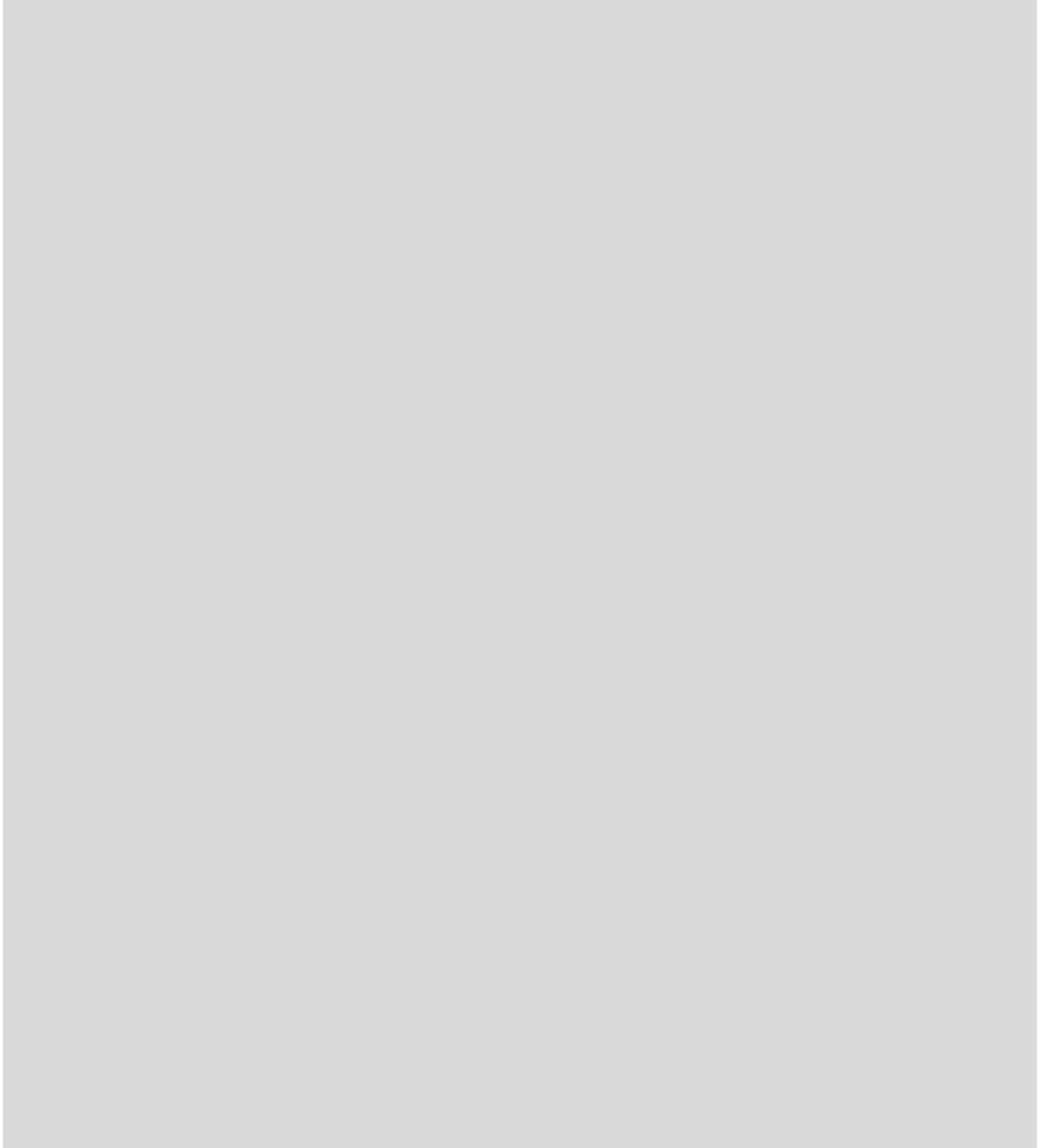
**IQA Signature (if applicable):**

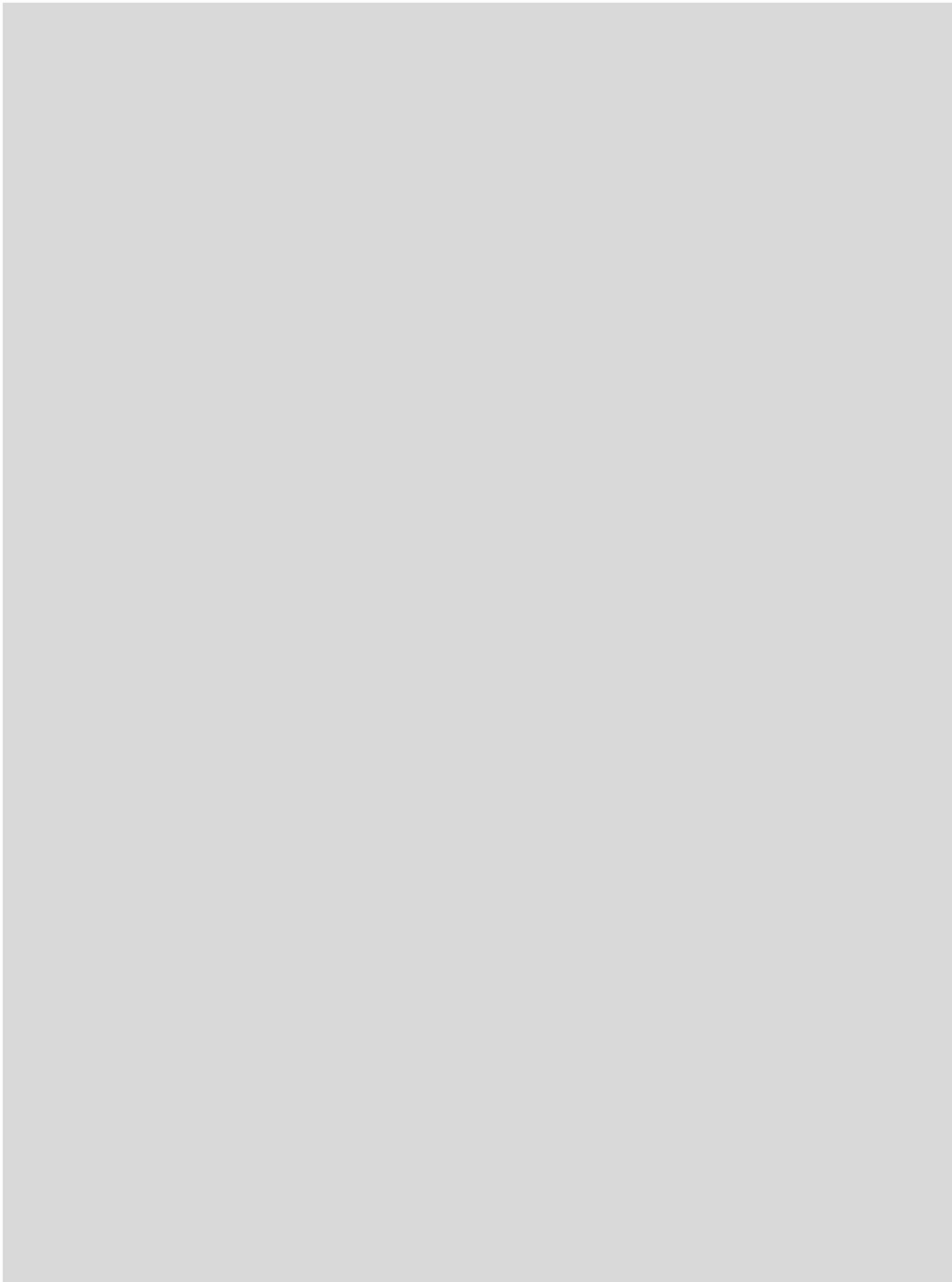
**Date:**

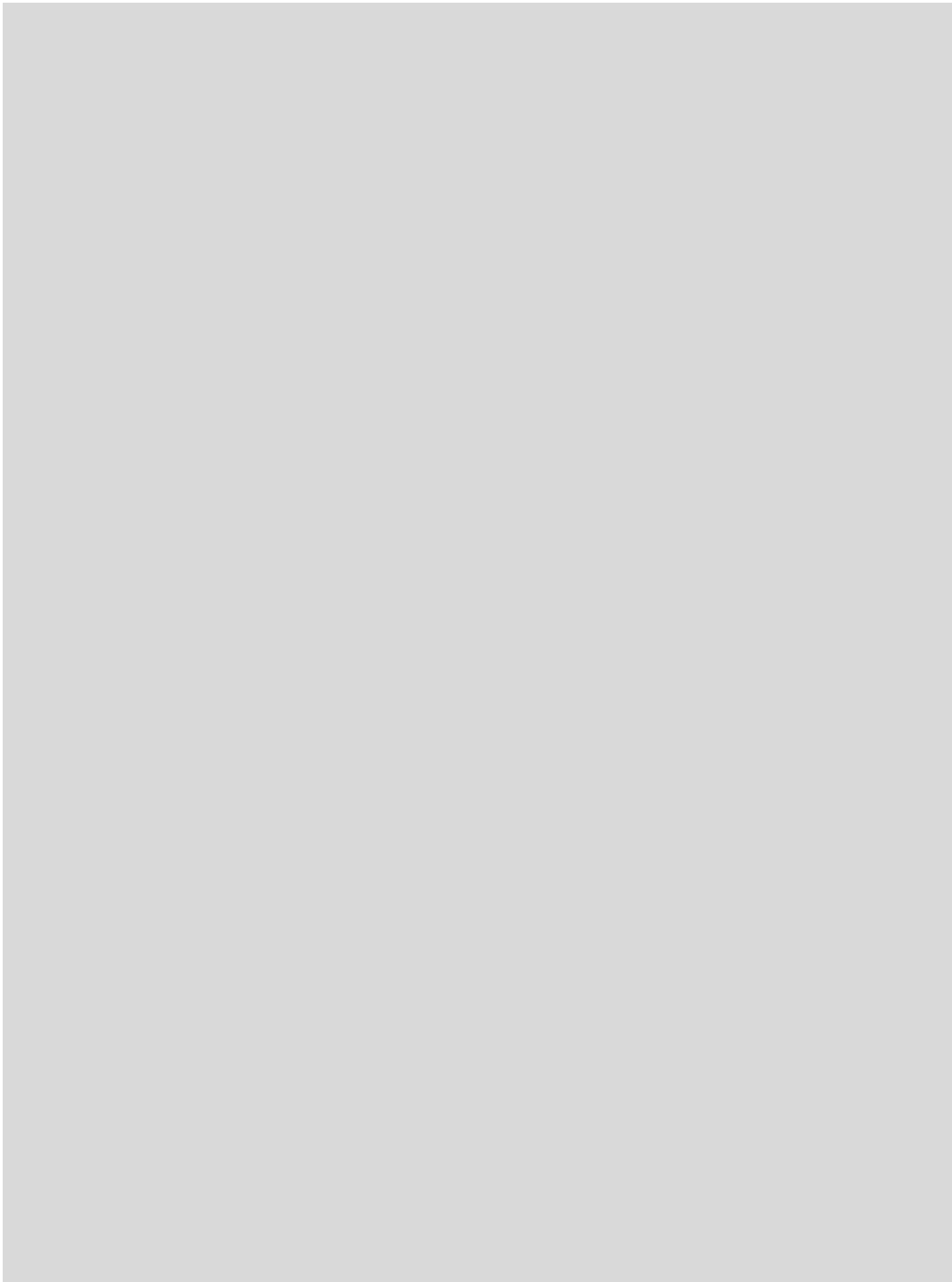
# Additional Evidence Forms

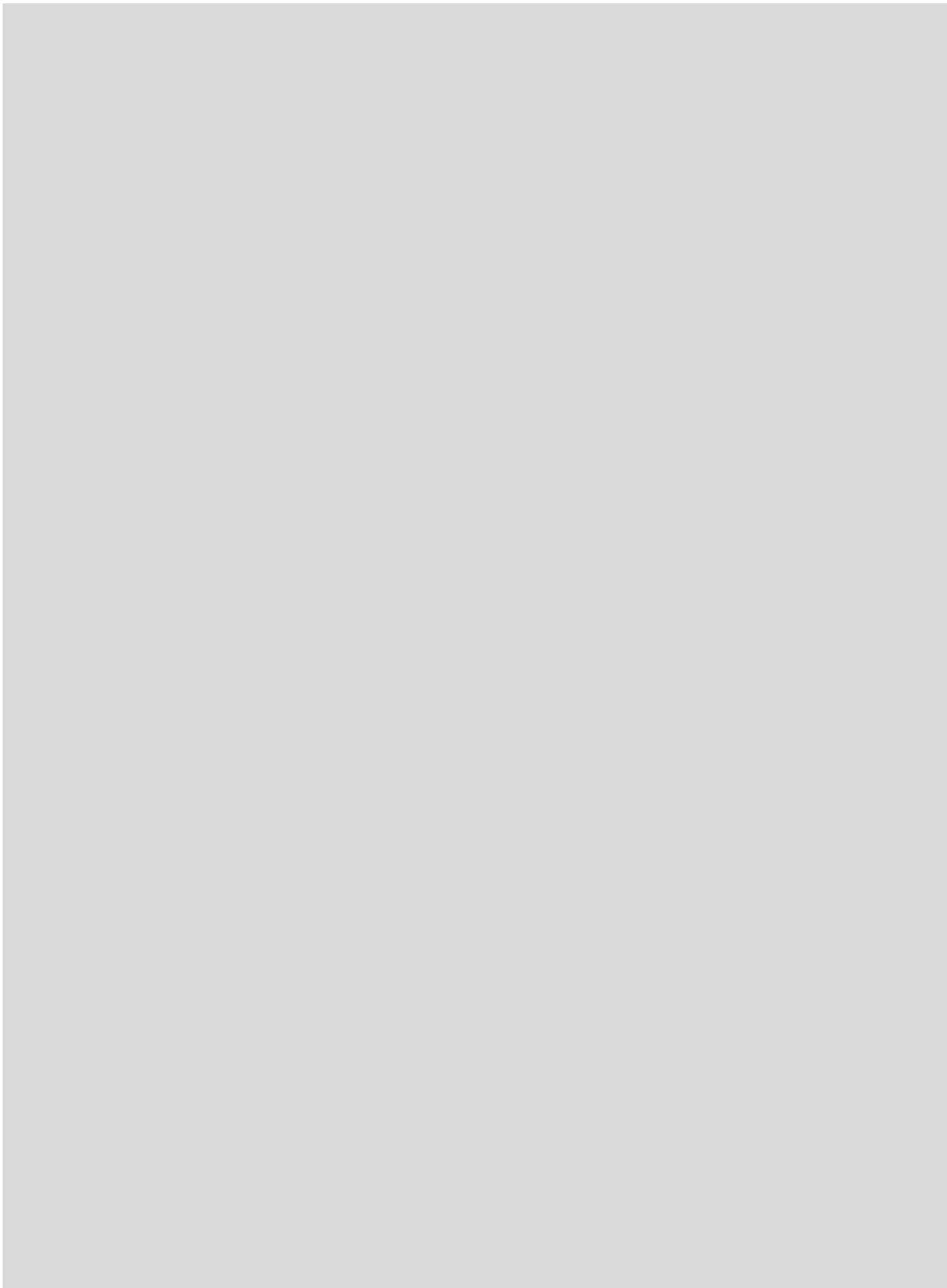
Use these additional forms in order to record additional evidence for the activities within this workbook where additional space is required.

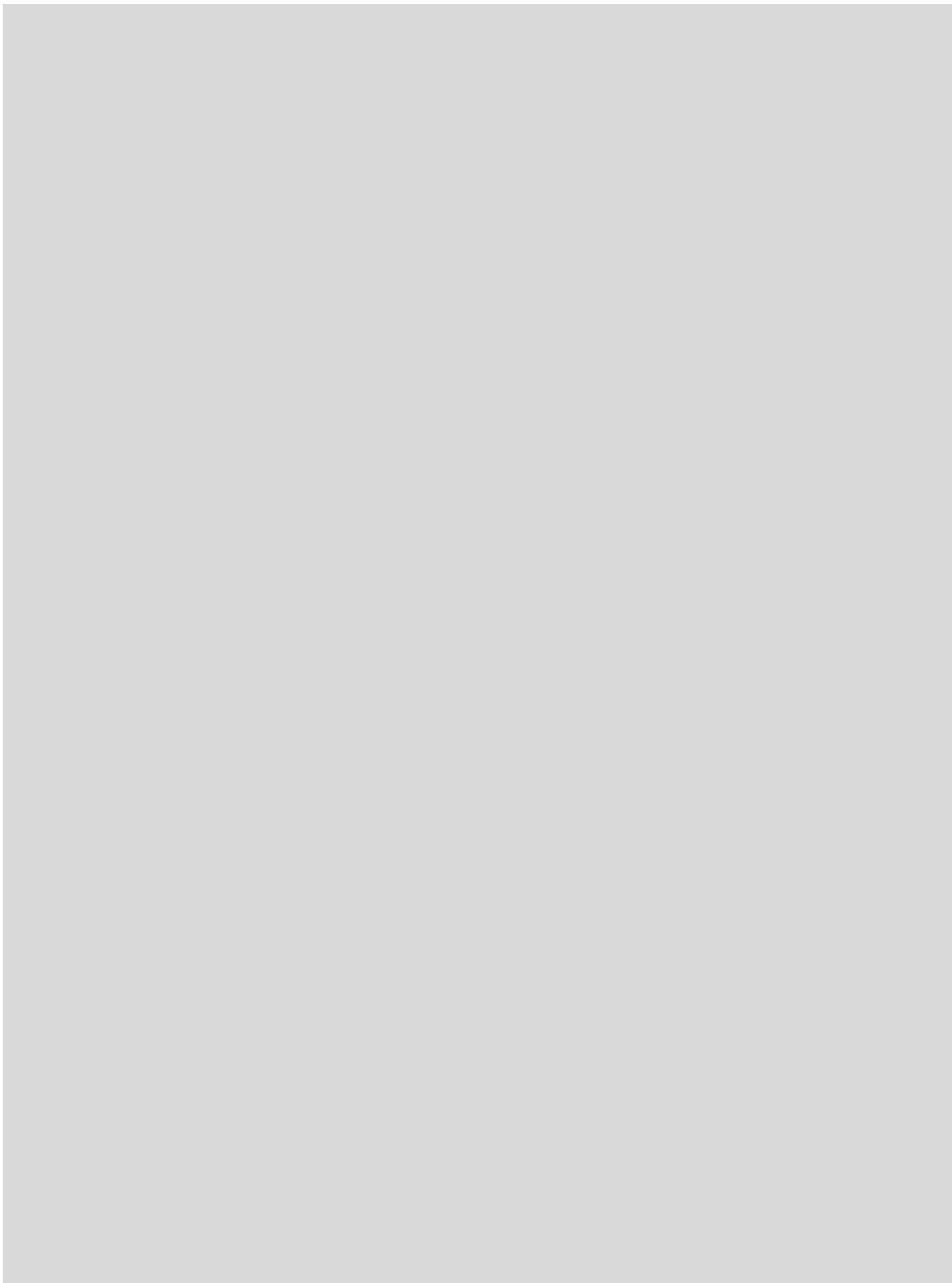
Ensure that each piece of evidence entered on these forms is clearly labelled with the corresponding activity number.



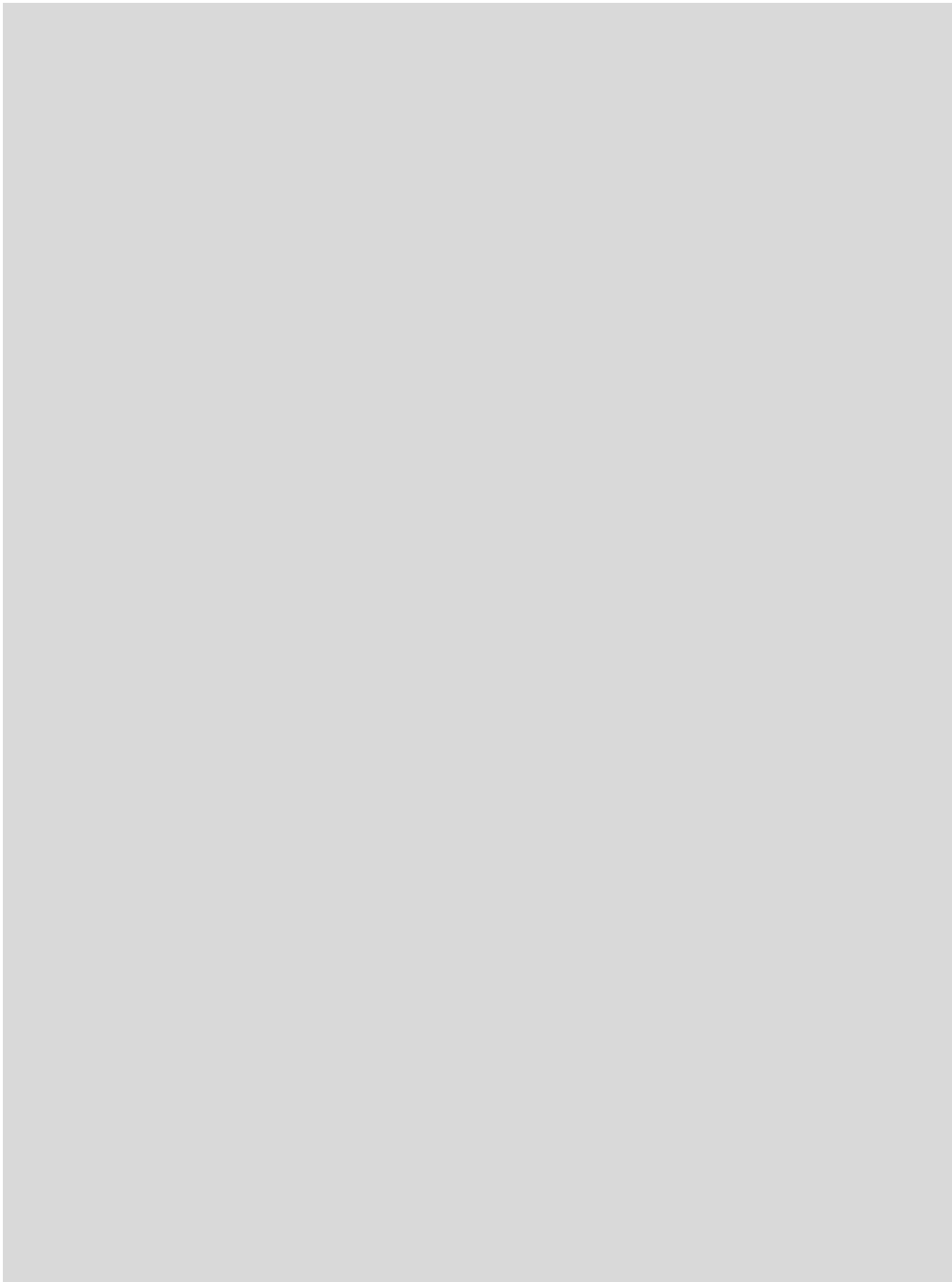












SFEDI Awards  
19 Victoria Road  
Darlington  
DL1 5SF

[customerservices@sfediawards.com](mailto:customerservices@sfediawards.com)  
0845 224 5928  
@sfediawards