



Australian Government

BSBMKG409 Design direct response offers

Release: 1

BSBMKG409 Design direct response offers

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

Application

This unit describes the skills and knowledge required to design, implement and evaluate direct response offers which match organisational business and marketing objectives and resolve marketing problems.

It applies to individuals working in a marketing assistant or account manager role who are required to design direct marketing offers for products or services. Such individuals may work in small, medium or large enterprises across a variety of industries; they usually work with a team and customers to design offers.

Direct response offers include payment related promises such as offers in relation to exchanging goods and services for money; terms of payment; performance and quality guarantees; delivery method; and time, place and method of order placement. Offers may also be made that do not involve payment matters, such as the offer of a free brochure or catalogue in return for providing a name and address.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Unit Sector

Business Development – Marketing

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Design offer components	1.1 Determine what will be supplied in direct response offer in conjunction with team members 1.2 Determine what respondent must supply or do in response to offer 1.3 Select and document appropriate types of offer to be made to

ELEMENT	PERFORMANCE CRITERIA
	customers
2. Test direct response offers	2.1 Provide customers with a range of direct response offer options 2.2 Provide vehicles for customers to provide feedback on direct response offer options 2.3 Analyse customer responses to test offers and follow up if appropriate 2.4 Modify products or services being offered based on provided customer feedback 2.5 Ensure offer option selected matches organisational marketing objectives and solves marketing problems 2.6 Match supporting material requirements to type of direct marketing sale
3. Select offer pricing structure	3.1 Evaluate factors affecting pricing to determine normal or average selling price of offer 3.2 Determine short-term pricing strategies 3.3 Select payment term options
4. Determine and design required customer service levels	4.1 Design process ensuring accepted offers are fulfilled promptly 4.2 Develop procedures to ensure prompt answers to queries and complaints regarding product or service 4.3 Ensure access to instant, accurate information on status of delivery of products or services and customer accounts, including after-hours, to provide enhanced customer service

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.3, 2.3, 2.4, 2.5, 2.6, 3.1, 3.2	Gathers, interprets and analyses textual data from a range of sources and identifies relevant and key information
Writing	1.3, 2.2-2.4, 2.6, 3.2, 4.1-4.3	Integrates information from a number of sources to develop material that supports purposes and format of documentation using suitable grammatical structure

		and clear, logical language
Oral Communication	1.1, 2.1-2.3, 4.3	- Participates in a variety of spoken exchanges using suitable language and features - Elicits views and opinions of others with active listening and questioning
Numeracy	3.1-3.3	Examines and analyses numerical information to determine pricing strategies and payment terms
Navigate the world of work	2.5, 2.6, 4.2	Recognises, develops and follows explicit and implicit protocols and meets expectations associated with own role
Interact with others	1.1, 2.1, 2.3, 2.4	Selects appropriate form, channel and mode of communication for a specific purpose relevant to own role
Get the work done	1.3, 2.4-2.6, 3.1-3.3	- Applies formal processes when planning more complex tasks, producing plans with logically sequenced steps - Selects from a range of options in routine situations, identifying and taking some situational factors into account when decision-making - In familiar contexts, responds intuitively to problems requiring immediate attention, quickly drawing on past experience to devise solutions

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBMKG409 Design direct response offers	BSBMKG409A Design direct response offers	Updated to meet Standards for Training Packages	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>

Assessment Requirements for BSBMKG409 Design direct response offers

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Performance Evidence

Evidence of the ability to:

- design and test a range of direct response offers which meet organisational marketing objectives
- develop a pricing structure, customer service levels and relevant support materials for a product or service
- present a direct response offer for a product or service
- use a range of office equipment (telephones, internet) and software (databases) to formulate and refine direct response offers.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- explain typical components of design offers
- list the vehicles for gathering customer feedback
- describe the types of direct marketing sales, including support material requirements
- describe the factors that affect pricing of offers.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the business development – marketing field of work and include access to:

- relevant workplace documentation and resources
- case studies and, where possible, real situations.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

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