



ADVANCED MARKETING And Sales Management

Course Introduction:

The pace of the Sales & Marketing professional is fast and demanding. The rewards are high and the potential to increase earnings, social status and career prospects is without limit. Increasing competition creates a climate where only the most dedicated and professional sales people will excel.

This program takes experienced Sales and Marketing Managers to the next level and maximizes sales force performance.

Course Objectives:

- Recognize how customers think and feel and to empathize with them
- Recognize the need for thorough preparation and planning prior to meetings with customers
- Cover the methods of gaining orders and customer commitment to purchase
- Use of effective questioning skills
- Learn how to handle objections to buying
- Recognize the factors that make a successful sales person
- Identify why people dislike being sold to and show how to avoid falling into the wrong approach
- Recognize the reasons behind buying and selling
- Understand the role of selling and sales management in relation to marketing
- Outline the relationship between sales and other functions of the organization

Who Should Attend?

This program is designed for all those who are involved in Sales and Marketing Management.

Course Outline:

Module 1

- Introduction to Marketing & Sales
- Difference between Marketing & Sales Management
- Differences between needs and wants and identify rational and emotive reasons to purchase.
- Different motivations behind what makes the customer decide to buy.
- Individual prospects without triggering the defensive barriers that they may have against being sold to.
- Ask questions, listen and discuss with individuals rather than "telling."

Module 2

Management theory

- Discuss the different theories of leadership
- Learn how to adopt appropriate leadership styles to suit different situations
- Identify ways of improving sales force job satisfaction and performance through effective management and supervision

Selection of sales personnel

- Understand how to compile a job specification for sales positions
- Identify sources of potential recruits and discuss appropriate selection techniques

Interviewing skills

- How to prepare for and conduct effective selection interviews
- Use appropriate questioning techniques to gather appropriate information
- Discuss how to make the right selection decision

Personal skills

- Communicate in a positive manner & use appropriate techniques to influence others
- Understand assertive, aggressive and submissive behaviors
- Play the leading role in decision making and action planning

Module 3

- Improve telephone appointment getting success
- Appreciate benefits from the customer's point of view.
- Handle customer's objections/reluctance to purchase.
- Close and win orders with more confidence.
- Recognize how modern sales have developed and can be used in their own working environment to improve margins and profits.

Dealing with problem people and people problems

- Discuss techniques for positive resolution of individual and group conflict
- Recognize how conflict develops
- Know how to take organizational values and policies into account when resolving conflict

Module 4

Team working and group dynamics

- Identify why organizations need teams
- Explain the difference between formal & informal groups, then discuss the stages of team

formation

- Recognize how individuals change their behavior in the presence of others

Team effectiveness

- Describe the factors that contribute to the effectiveness of teams
- Discuss barriers to effective team working
- Discuss how to build balanced teams using Belbin team role model, and understand their own preferred team role
- Develop action plans to improve performance

Motivation – team and individual

- Identify appropriate methods of recognition and reward for sales people
- Understand relevant theories of motivation
- Discuss ways of improving individual job satisfaction

Module 5

Meetings

- Plan effective meetings
- Prepare realistic agendas
- Control meetings and deal with disruptive behaviors
- Keep and prepare accurate minutes
- Review personal skills in relation to chairing and participation in meetings
- Apply a basic sales process to their own sales situation.
- Recognize the need to understand the decision making process.
- Approach all those they deal with in a more confident manner
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Group Discussion

Certification

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

Course Fees:

To be advised as per the course location. This rate includes participant's manual, and-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session
