



BUILDING MARKETING and Sales Skills

Course Introduction:

Good marketing and sales are keys to a successful business. When done properly marketing produces leads, sales and happy customers that will boost your brand's equity. While marketing focuses on strategies that can measure and improve your reach and promotional efforts, sales relies on effective planning skills and interpersonal interactions. From developing strategic marketing plans to learning techniques to increasing success rates and profitability. Let us help you make a difference and stand out from the crowd!

Course Objectives:

By the end of the program, participants will be able to:

- Participants who attend any of these programs will acquire knowledge and skills in competencies approved and adopted by leading marketing and sales professionals around the world
- The aim of the training program course is to give you an appreciation of what is required to succeed in a role that requires good sales and marketing skills.
- Participants learn how to use proven sales and marketing techniques and apply them to their own industry and organization. Marketing is about identifying potential customers, researching their needs, developing products to suit customer requirements, organising marketing programs and promotional activities, branding products and services, managing distribution and providing customer satisfaction.
- The course aims to increase your skills in all these areas and aims to advance your planning and strategic skills so that you can become an effective sales and marketing planner.
- The sales and marketing skills acquired allows students from all industry backgrounds to gain an edge over competitors, as they learn how to apply marketing principles and techniques to their sales strategy.
- Most importantly the course allows you to discover new ways to penetrate new markets, developing existing accounts and increase sales.
- Finally the course will help you meet and exceed targets so that you can experience real job satisfaction and increased rewards.

Who Should Attend?

All those involved in decisions and actions impacting the health of the brand. It is also of direct interest to marketing, product and brand managers and supervisors. The concepts introduced are also of key importance to those managers who chart the overall strategic and operational policies of the company.

Course Outline:

Sales Skills

- Managing a sales territory
- Identifying and targeting new business
- Personal selling, Identifying and targeting new business
- Exploiting new areas of opportunity
- Defining call objectives, Time/territory management & Journey Planning
- Planning and prioritise meetings
- Sales Milestones, Identify various milestones that lead to your objective
- Sales Situations & Selling Styles
- Sales Strategies, Self-Analysis
- Sales Preparation & Research
- Information Gathering - Questioning Techniques
- Sales presentation skills and stages in the sales process
- Structured Sales Model
- Sales People with the wrong approach
- Getting Attention & Opening the call
- Prospecting and Business development
- Sales presentation skills and stages in the sales process
- Opening the Call, Investigating customer needs – asking the right questions
- Use effective questioning and listening techniques to uncover customer needs
- Analyzing your Offer, How to answering customer objections
- Handling Customer objections effectively, Preparing answers
- The Customer Motivation Model
- Handling & Communicating with Buyers
- Ways to Handle Difficult Buyers
- Using products to solve Clients problems
- Closing the Sale in a professional manner, Gaining Commitment
- Key Account Management
- Presentation Planning Project
- Customer Service
- Personal Action Plan

Marketing

- Marketing Skills
- Introduction to Marketing
- Marketing environment

- Macro and Micro Environment
- Consumer buyer behavior
- Market research process
- The Marketing mix,
- Market Segmentation, Targeting Consumers
- Positioning Products & Brands
- Market segmentation, targeting and positioning
- Developing a marketing plan
- Product & Services Branding
- Consumer-Brand relationship
- Brand equity and value
- Pricing decisions
- Developing and implementing marketing programs
- Internet: Managing & Marketing web-sites
- Cyber Marketing
- Direct Marketing, Sales Promotion, Customer Service
- Marketing Distribution and channel decisions
- International Marketing
- Case Studies

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

