



DEALING WITH PROBLEMS In Marketing

Course Introduction:

The Sales, Marketing, customer care Skills Training program is designed for individuals who want to gain a thorough understanding of the principles and practice of marketing and sales.

Course Objectives:

The specific objectives of this unique experience are to help you:

- Ideally suited for sales and business development executives, this course offers a superb grounding in the practice of these two disciplines.
Sales, Marketing, customer care are important skills which allow you to engage with all types of people and buyers.
- Marketing provides you with the skills to increase brand awareness, develop your target market, as well as create the necessary leads and enquiries through targeted marketing campaigns.
- The key to success in any business is sales and during the course there is a strong focus on developing your sales skills, so that you can apply what you learn to your current position.
- Improve service delivery standards, reflected in higher levels of customer satisfaction and bottom line profits
- Build a customer focused culture

Who Should Attend?

Experienced Marketing, sales, and customer care professionals interested in further increasing their marketing and sales skill levels.

Course Outline:

Section 1: Marketing

- 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

Section 2: Sales

- 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 prioritize 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

Section 3: Customer Care

The business case for customer service excellence

- Why excellence in customer service is a hot business boardroom issue
- Understanding what your customers expect

- Benchmarking for competitive success
- Meeting and exceeding changing customer expectations
- Assessing your organizational culture for customer service focus
- Core foundations for building a customer centric culture
- Overcoming obstacles to customer service excellence

Improving customer service standards

- Showing your customers you are serious about providing customer service excellence
- Resolving customer service challenges positively
 - The six hats problem solving approach
 - Shifting perceptual positions
 - Resolving complaints, disputes and conflict
 - Role modeling top performers in customer service.
- Moving closer to the customer - rapport skills to build better relationships

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

