

Sales & Marketing

Length: 2 Days

This Sales & Marketing training course is designed to help those working in sales and marketing to identify, recruit and retain the perfect customer.

Whether an old hand at sales & marketing or brand new, this fun and highly practical two day course is designed to stimulate sales & marketing activity by identifying and using best practice. A highly experienced tutor will work with delegates to develop a profile of their organisation's perfect customer, create a product description which will meet their needs, a strategy to help them buy and a plan to keep them loyal.

Course Content:

The Definition of Marketing

The Sales and Marketing Interface
Philosophies

Identifying the Perfect Customer

Recognising an Opportunity
The Marketing Environment
Research and Information Systems

Buyer Behaviour

B-C, B-B, C-C
Consumer Decision Processes
Organisational Buying

Selecting the Perfect Customer

Segmentation
Targeting
Positioning

Creating the Perfect Offering

Product
Price
Place
Promotion
Putting the P's Together
Multiple Mixes

Planning and Control

Marketing Planning
Forecasting and Expenditure
Organisation and Control

Keeping the Perfect Customer

Developing Loyalty

The Psychology of Selling

Developing Personal Power

Filling the Funnel

Enquiries
Cold Calling
Deepening Existing Relationships
Networking and Gaining Referrals

Presentations

Desired Result
Features and Benefits
Framework and Proof
Objections

The DREAM Buying Path

Do
Repeat
Evaluate
Access
Money

Powerful Introductions

30 Second Introductions and Commercials

Identifying and Managing Buying Profiles

Questioning, Language and Listening Skills

Closing and Follow-Up

Buying Signals
Closing Questions
Follow-up Systems

The Psychology of Motivation

Personal Motivation Strategy