Tel +44 20 4571 2395
info@siliconbeachtraining.co.uk

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.

Call now on +44(0)1273 6222 72 to book or further discuss your training requirements.

Course Objectives

After attending our Sales & Marketing Course, delegates will be able to:

- Identify the 'perfect' customer
- Create powerful introductions
- Fill the sales funnel
- Understand the psychology of selling
- Close and follow-up sales

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

Tel +44 20 4571 2395
info@siliconbeachtraining.co.uk

- 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

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

Tel +44 20 4571 2395
info@siliconbeachtraining.co.uk

- Buying Signals
- Closing Questions
- Follow-up Systems

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