

Sales & Marketing Training

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

Objective

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

Details

Duration: 1 Day

Who is this course for

Anyone interested in learning or developing their sales & marketing skills will benefit from this Sales & Marketing course, it is guaranteed to bring out new ideas that are specific to the individual's experience & industry sector.

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

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