



Course: Sales and Marketing Intensive Seminar

Guided Learning Hours: 12

Pre-requisite: None

Abstract

This certificate enables participants to demonstrate an understanding of the relationship between the sales and marketing functions within an organization. Participants will understand how sales activities influence marketing activities and vice versa. Participants will be exposed to the steps in developing a marketing plan for their own organization that incorporates both sales and marketing.

Target Audience

This course targets Sales Representatives, Merchandizing Professionals and Business Development Managers. Individuals who need to understand the impact of marketing on the sales function within an organization.

Learning Outcomes

On completion of this course, learners will be able to:

1. Understand the role of marketing in the Sales process
2. Explain how buyer behaviour impacts sales strategy effectiveness
3. Explain how technology has impacted the marketing and sales process
4. Illustrate the steps in the marketing planning process
5. Understand the key role of research

Seminar Content

DAY 1 MORNING SESSION

- Welcome & Introductions
- Overview
- Marketing Defined
- Marketing Audit
 - The Research Plan
 - Marketing Research

AFTERNOON SESSION

- The Marketing Plan 7 Point Plan
- The Marketing Mix
 - Price
 - Place
 - Product
 - Promotion
- Wrap Up & Review

DAY 2 MORNING SESSION

- Ice Breaker
- Consumer Buying Behaviour
- Organization Buying Behaviour
- The Selling Process
- Service Selling

AFTERNOON SESSION

- Segmentation
- Targeting
- Positioning
- The Impact of Technology on Marketing
 - The Effects on Marketing Mix
 - The Effects on the Sales Function