

"Master-Classes" in Sales and Marketing Skills**AN INTRODUCTION TO MARKETING**

A Two-Day Programme

Programme Objectives

This programme takes a realistic look into the broad aspects of marketing. It is designed to provide a working knowledge of marketing methodologies to delegates who find themselves in the vanguard of marketing activity without previous training.

The module provides a better understanding of the elements of the marketing mix and allows delegates to relate these to their own business environments.

Specific objectives are:

- To provide delegates with a clearer appreciation of marketing concepts, and how they interact in the development and management of a profitable business.
- To provide a better understanding of the marketing mix and relate the marketing concepts to their sales activities.
- To help delegates clarify how marketing can work within their company and how they can utilise the tools available for maximum effect.
- To develop a more pro-active approach to the marketing process.

Who is this Programme for?

This programme is for all those who are involved in sales and major account management, together with those managers who seek to provide improved market penetration for customer service product development.

Programme Contents

- . Free Markets
 - . Supply and demand
 - . External influences
 - . Definitions
- . The Elements of Marketing
 - . What is marketing?
 - . Marketing – a total concept
 - . The marketing mix
 - . Marketing v selling
 - . Marketing communication
- . The Six Key P's
 - . Product, Pricing, Placing, Promotion, People and Profit
 - . Features, Advantages, Benefits (FAB)
- . Market Shares
 - . Forecasting, life cycles
 - . The Boston Matrix
 - . The marketing audit – segmenting and sectoring

- . Planning and Research
 - . Internal and external research methods
 - . Qualitative and Quantitative research
 - . The value of the sales force in market research
 - . Methods and sources of data
 - . Segmentation in business markets
 - . The pricing process, discounting, positioning
- . Customer Driven Market Strategies
 - . Creating competitive advantage
- . Preparing a Market Research Project
- . The Communications Mix
 - . E – communications
 - . Public Relations
 - . Advertising
 - . Promotions
 - . Literature
- . Briefing Advertising Agencies
 - . Structure of a typical advertising agency
 - . Advertising terminology
 - . Awareness, image, perceptions
 - . Creative briefing.
- . Routes to Market
 - . Placing the offering
 - . Sales planning
 - . Logistics
 - . Franchising, retailing, wholesaling, telesales, direct marketing
- . Practical Working Sessions

