

"Master-Classes" in Sales and Marketing Skills**EFFECTIVE MARKETING**

A Three-Day Programme

Programme Objectives

Understanding and being able to use marketing tools can make a key difference to your business.

This programme provides a practical guide to the major tenets of marketing.

Specific Objectives for the programme are to:

- Identify the needs of your customers.
- Assess and research your market and your competitors.
- Define and develop your Competitive Advantage and USP's.
- Understand the importance of the six P's of marketing and put them into practice.
- Create and implement a marketing plan.
- Evaluate the effectiveness of your marketing campaigns.

Who is this Programme for?

For sales managers and others who could benefit from a wide understanding of how marketing can be used to assist in achieving increased sales levels.

The programme is also useful for key account managers who need marketing tools to assist account penetration.

Programme Content

- . Marketing – Where does it fit in within the organisation?
 - . Creating a customer-centric approach
 - . Differentiating marketing from sales
 - . Linking marketing to your overall organisational objectives
- . Identifying Your Customer Needs
 - . Using market research - quantitative and qualitative research
 - . Competitor analysis
 - . The importance of segmentation
- . The Marketing Mix – the Six P's
 - . Product – identifying, developing new products and their life cycle
 - . New product development – refreshing the product image and range
 - . Placement – where does your company fit into the market?
 - . Price – choosing the right price to generate sales and profits
 - . Promotion – trail gaining, loading, creating customer loyalty and repeat purchases
 - . Raising awareness – reaching your key audience
 - . People Issues – The market interface
 - . Profitability from market sectors
 - . Pulling the P's together into the plan

- . Marketing Communications – Reaching Your Audience
 - . The importance of your Competitive Advantage developing your USP's
 - . Branding
 - . How to reach your audiences – choosing your medium – advertising, public relations, sales promotion literature and the internet.
- . Working with Sales Channels
 - . Sales planning and forecasting
 - . Telesales
 - . Direct marketing
 - . Push Pull mechanisms
- . Marketing Plans
- . Developing your own marketing plan

