

"Master-Classes" in Sales and Marketing Skills**BRAND SELLING**

A Two Day Programme

Programme Objectives

All selling environments are competitive and demand in-depth knowledge of market conditions and customer expectations and requirements.

This programme concentrates upon the nature of brand selling, the vital association with marketing activities and the challenges of developing a product, such that it occupies a "perception" or unique niche in its defined marketplace.

Specific Objectives are:

- To enable each delegate to effectively sell their company brand in fiercely competitive market conditions.
- To examine the continually changing business environment.
- To define the differences between brand versus product/service selling situations.
- To provide each delegate with a fund of practical ideas that will lead to improved business performance.

Who is this programme for?

This Programme is for anyone involved in the sale of goods or services, including sales managers/executives, and anybody else who has a role to play in supporting the sales function where "differentiation" is a key factor.

Programme Contents

Introductions and objectives

- . Selling in a changing world
 - . What is changing?
 - . Changes in the nature of selling
 - . Effect on our customer and ourselves
 - . Change Exercise
- . What is Brand Selling?
 - . How does it differ?
 - . Defining marketing and professional selling
 - . Marketing steps
 - . Branding definitions
- . Why people buy brands
 - . Needs, wants and intangibles
 - . Selling and buying psychology
 - . Factors that influence buying activities
 - . Your buyers and their customers

- . Disciplines of brand positioning
 - . Market segmentation
 - . Segmentation variables
 - . Your marketplace
- . Issues and difficulties
 - . Changing the buyers mind set
- . The brand benefit
 - . Features, advantages benefits of brand itself
 - . The product, company, customer and salesperson – Personal brand
- . Combating the price war
 - . Using the brand to add value
 - . Perception is reality
- . Goals and objectives
 - . Use of brand positioning statements
 - . Setting SMART brand objectives
- . Personal action plans

