

FUNDAMENTALS OF SALES AND MARKETING

1



SETTING YOUR MARKETING PLANS

- Welcome
- Getting started
- Developing your marketing and sales for growth
- Marketing goals and objectives
- Identifying goals and strategic objectives for your business (Exercise 1)
- Reflect on your chosen goals and objectives

2



BRANDING AND PRODUCT/SERVICE DEVELOPMENT

- Branding
- Identifying a strong brand
- Evaluating your brand (Exercise 2)
- Reviewing your brand
- Product/service development

3



REACH

- Reach
- Identifying the right marketing tools for your business
- Planning effective marketing
- Reviewing digital marketing tools and best practice
- Reviewing digital marketing tools and best practice (Exercise 3)
- Reflect on your use of digital marketing tools
- Selecting tools to help you achieve your objectives
- Selecting tools to help you achieve your objectives (Exercise 4)

4



SALES

- Sales
- Introduction to the sales process
- Planning and analyzing sales using the Sales Funnel (Exercise 5)
- Strategic planning for your sales activities

5



CUSTOMER ENGAGEMENT

- Using analytics in your marketing and sales
- Understanding the role of analytics packages
- Typical features of an analytics platform
- Evaluating your marketing and sales activities
- Evaluating your marketing and sales activities (Exercise 6)
- Selecting the right metrics for your growth opportunity
- Reviewing your Strategic Marketing and Sales Chart (Exercise 7)
- Reflecting on the feedback from your team

6



NEXT STEPS

- Recording your progress
- End of course assessment
- Congratulations
- Progressing to the next course in *10,000 Women*