



TIMELY
RESPONSE






EVERY
day is
CUSTOMER
day



SERVICE
with a



A  customer is a   customer

REWARD
the customer



CUSTOMER SERVICE

Value the
customer's
OPINION



Deal EFFICIENTLY



with CUSTOMERS



LISTENING
to the
CUSTOMER



How may I
help you?



Is he or she



BTS

Training & Consultancy



Sales & Marketing Management Best Practices

Website: www.btsconsultant.com

Email: info@btsconsultant.com

Telephone: 00971-2-6452630



www.btsconsultant.com

Sales & Marketing Management Best Practices

Introduction:

Today's rapidly advancing technologies are transforming the business landscape in a way that requires a shift in thinking with respect to the traditional sales and marketing paradigm. It's your corporate marketing initiatives that ultimately differentiate your brand in the marketplace. The emphasis of this hands-on course is designed for delegates to learn time-proven sales and marketing concepts, and principles to promote business development and enhance sales effectiveness. By combining a blend of case study theory and real-world practical business issues, this training program brings marketing challenges and best practices into the classroom.

This interactive training course will give the candidates the communication skills, persuasion strategies and face-to-face, win-win, negotiation techniques they require to close more sales in less time. There is absolutely no substitute for a well-trained and motivated sales team. The fact is that sales skill training is critically important and can literally mean the difference between success and failure in today's competitive business environment. The core learning objectives in this course will be especially beneficial for delegates who are responsible for planning sales and marketing initiatives to increase revenue growth.

- Align sales and marketing initiatives within the organization
- Develop sales and marketing strategies, and programs to build and sustain a competitive market advantage
- Improve sales recruiting, interviewing, and hiring process
- Integrate social media marketing into traditional marketing plan
- Use the Marketing Mix to increase business opportunities
- Identify the critical success factors for recruitment and selection of top-producing sales people.

Who Should Attend?

Customer Service Professionals, Managers, Public Relations Officers, Practitioners & Personnel, Quality Management Personnel, Customer Analysts, HR Professionals who have communications roles, Customer Service Representatives & Professionals, Team Leaders & Supervisors, Administrators, HR & Training Professionals, Accounts Personnel, Sales & Marketing Professionals, Marketing Managers or Directors, Sales Managers or Directors, Sales Trainers, Salespeople, Communication Specialists, Brand Managers, Frontline & Reception Staff, Customer Service Representatives (CSR), Personnel responsible for building and sustaining their company's reputation for customer service excellence, anyone who provides services, products or information to internal, or external customers

Course Objectives:

By the end of this course, delegates will be able to:

- Describe techniques for optimal recruiting and interviewing of top-producing salespeople
- Design, implement and manage an effective marketing plan
- Overcome common sales objections and close the sale
- Adjust marketing approach and sales presentation style to customer's buying style
- Use questioning skills to understand expectations and gain customer commitment
- Conduct SWOT and PESTLE Marketing Analysis
- Use body language to build trust and rapport face-to-face or over the phone
- Coach and mentor sales team members to achieve improved sales effectiveness

Course Outline:

Strategies for Recruiting & Training Quality Salespeople

- Course overview and learning objectives
- Identifying characteristics of highly-effective salespeople
- Are you a buyer or seller?

- Recruiting tips, tactics, and interviewing strategies
- Case study: recruiting excellence
- Managing group dynamics
- How to conduct effective meetings and training sessions
- Is your team ready for takeoff?
- Team building and leadership exercise

Presentation Skills & Principles of Persuasion to Improve Sales Effectiveness

- Body language: how to read your prospect like a book
- Selling to the four customer styles
- Developing your active listening skills
- Active listening skills survey
- Questions skills to uncover expectations and gain clarity
- Selling benefits and solutions not features
- Selling with emotion not logic
- The Price/Value Formula
- The importance of customer involvement
- The impact of customer testimonials
- How to overcome sales objections and close the sale

Marketing Best Practices: Methods, Models & Theories

- Common marketing mistakes and how to avoid them
- Product Life Cycle Management
- The 4 Ps of the Marketing Mix
- Porter's 5 Competitive Forces
- SWOT Analysis and PESTLE Analysis
- Market Segmentation
- Market Mapping
- Social media and Internet marketing strategies
- Brand management
- How to write an effective marketing plan
- Developing a Marketing Plan

Coaching & Motivating Salespeople to Achieve Peak-Performance

- Leader versus manager
- Most admired leadership traits
- Dealing with sales rejection and personal setbacks
- Motivating your sales team with contests and recognition awards
- Coaching and mentoring strategies to turnaround underperforming salespeople
- The art of giving and receiving constructive feedback
- How to conduct role-play training sessions to improve sales effectiveness
- Overcoming common sales objections

Professional Development for Continuous Improvement

- Developing a plan of action
- Your attitude makes a difference
- The power of goal setting
- Time management evaluation
- Time management tips to overcome procrastination and maximize productivity
- The impact of stress on individual and team performance
- Stress management tips for maintaining a balanced lifestyle