

## ***Marketing & Sales***

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## Development of Marketing Management

### Seminar Introduction:

Development of those responsible for Business Creation and Marketing is essential to ensure the Company survives and for increasing the growth or diversity of the Company activities.

They require a full understanding of how to scientifically approach the market and how to implement planning, coordinating and measurement of the results achieved. This will also involve allocating resources and how those resources can be utilized to for effective and progressive market share.

This seminar will cover the importance of, planning and implementation and will give the participants the necessary thinking process to develop a plan for marketing and sustaining new markets. It includes case studies, interactive discussions, a personal action plan and videos to emphasize the techniques available.

### Course Objectives:

**On completion of this course the trainee/s will be competent in:**

- The necessary development of techniques and tools available to Marketing Managers.
- Development of Personal Skills to be more confident of the Marketing Process.
- Implementing a plan for development of 'In Country' and Overseas Markets
- The Skills required for Market Research and Analyzing of Marketing Information
- How to develop and Sustain Market Share of the Business you are involved with

**Course Duration:** Five Days

### Who Should Attend:

Sales and Marketing and Retail Managers/Executives and also those responsible for Marketing Management.

### **Course Contents:**

- Introduction to Modern Marketing and the Methods and Techniques Available
- Research: Conducting and Utilization
- Marketing Segmentation
- The Marketing Mix, Product, Price, Place, Packaging and Physical Distribution
- Pricing
- Branding: Brand Loyalty and
- Markets: Creation, Development and Sustaining Processes
- Product Positioning
- Clients Expectations
- Client Care
- Positive communications - Internal & External
- Public Relations - The benefits - Image
- Business to Business Marketing
- Internal Marketing - SWOT
- Entrepreneurs and Intra-preneurs
- Overseas Strategies
- Alliances / Joint Ventures / Franchises / Concessions
- Marketing Communication Strategy
- Product Management
- Advertising and Sales Promotion
  
- **Case Studies, exercises and discussion**
  
- **Seminar Evaluation and Summary**

## Effective Public Relations

### Course Background:

Through medias and company reports the public and shareholders are more aware of company obligations, performance and responsibilities. It follows that each organisation has to be also aware of the image that is projected to external factors that regulates what kind of messages that need to be carefully emitted.

The Public Relations (PR) Department / Team are a vital link to organizational intentions and credibility involving information research and good customer handling.

This program involves those critical PR issues and clearly defines the role and responsibilities of PR personnel. It also highlights past mistakes and pitfalls of previous International companies who have experienced PR disasters through lack of preplanning and care.

### Course Learning Objectives:

**This four day program is designed to give the delegates:**

An understanding of the importance of good Public Relations (PR) as part of the strategic corporate image also, successfully directing a public relations campaign to stimulate external interest in company activities. It will outline PR as an integral part of in company promotion using media operations to enhance confidence internally and to external markets with out associated pitfalls.

### Daily Course Contents:

#### Day One:

- **Introduction to Role of PR Internally & Externally**
- Public Relations Benefits and Objectives
- The Theory of Public Relations
- Bad Publicity
- Causes
- Handling
- Damage Limitation
- Capitalizing

- **PR Role in Internal & External Marketing Promotion**
- **PR and Organisational Change Management**

### **Day Two:**

- **Cost of PR**
  - Benefits
  - Expenditure
  - Recovery
  - Cost Effectiveness
  - Free PR
- **Organisation Vision**
  - Image Restructuring
  - Motivational Factors
  - Market Behavior
- **Creative Thinking**
  - Brainstorming
  - Problem Solving
  - Motivational Drive

### **Day Three:**

- **Research**
  - Sources
  - Desk Top
  - Research Agencies
- **Customer Relations Factors**
  - Customer Care
  - Quality and Public Relations
  - Media and Communications
- **Qualitative and Quantitative Information**
  - Sources
  - Collation
  - Utilization

#### **Day Four:**

- **Handling Incidents and Situations**
  - Crisis Handling
  - Norming Situations
  - Media Handling
  
- **SWOT Analysis**
  - Strengths
  - Weaknesses
  - Opportunities
  - Threats
  
- **Exposure to Public Events**
  
- **Overview of PR Strategies**
  
- **Case Studies and Group Discussions**
  
- **Course Summary and Analysis**

#### **Program Support:**

This program is supported by videos and interactive discussions to maximize the participant's involvement

#### **Who Should Attend:**

Junior PR Officers, Administration Staff working in a PR environment and handling internal public relations affairs and customer handling.

## Industrial Marketing: An\*Industry' Perspective

### Course Introduction

Industrial Marketing is the business activity which allows a company to know what its customers want and give a high standard and accurate service.

It is comprised of critical tasks for better understanding of a firm's business activities, analysis of the market potential of products and services and how they meet or exceed customer requirements, review and selection of the appropriate medium and message for the potential clients, and development of a system to monitor customer service satisfaction.

It lets the firm collect the information needed to design products and services, and to later specify the manufacturing processes and logistics needed to create and deliver those products.

### Key Benefits:

**This course is design to give the participants a firm understanding of Key Concepts in:**

- Identifying and evaluating market opportunities and creating 'Competitive Advantages'.
- Penetrating into emerging and developing markets and creating sustainability in sales
- Understanding of the fundamentals of customer value and customer centered activities
- Competing against entrenched competitors and develop solid positioning statements for positive market successes
- Successfully defending market positions and assessing strengths and weaknesses
- Using accurate market research to make strategic marketing decisions
- Secure competitor data to accurately analyze, predict and manage competitor actions
- Develop and implement successful marketing strategies and create long term customer 'Branding and strong Relationships
- Giving Value Added; Concepts and Objectives

## **Results-Oriented Process**

Participants learn key skills in market segmentation and positioning. They also learn how to develop competitive strategies for emerging, growth, mature and declining markets; collect data on customers; attract and retain first-time customers; build a knowledge portfolio; and evaluate market opportunities.

**Course Duration:** Five Days

## **Who Should Attend?**

B2B sales and marketing managers; product managers; business, product or marketing planners; managers of market research; market analysts.

Companies are encouraged to attend as teams to facilitate implementation of newly acquired marketing strategies immediately upon their return to the workplace with positive and planned outlooks.

## **Daily Content:**

### **Day One**

- Industrial marketing concepts and philosophies Product, Price, Place Promotion and other vital considerations for successful sales and after sales activities
- The important of 'Product Knowledge' and Customer Centered Activities
- Product Life Cycles in Marketing Terms
- Strategic market segmentation
- Identify and evaluate potential risks and market opportunities
- Product marketing and positioning

### **Day Two**

- Strengths, Weakness Opportunities and Threat (SWOT) assessments in Industrial marketing
- Competitive dynamics and interaction
- Allocation of resources
- Understand the fundamentals of customer value

- Compete against entrenched competitors and develop solid positioning statements
- Differentiation via supplier / customer relationships

### Day Three

- Successfully defending market positions and assessing strengths and weaknesses
- Using accurate market research to make strategic marketing decisions
- Intra-Company Marketing with SWOT Considerations
- Managing physical distribution channels and outlets with logistical considerations

### Day Four

- Penetrating emerging and developing markets
- Relationship marketing and Win- Win philosophy
- Sustaining Market Demands and Changes
- The marketing interface with R&D
- Motivating and managing field staff
- Successful strategic alliances

### Day Five

- Secure competitor data to analyze, predict and manage competitor actions
- Develop and implement successful marketing strategies and create long term customer 'Branding' and building strong Relationships
- Preferred suppliers systems Advantages and Disadvantages
- Value Added Considerations
  
- Case studies
- Practical Exercises
- Discussions sessions
- Course Evaluation
- Course summary

## Privatisation Efficiency Improvements

### Course Background:

Many Public Sector industries are moving into private ownership and re-structure and reengineering their role and operations. The changes and approach involved affect all operations including financial, human resources and the day - to - day operations processes.

Public and Private sector activities are customer centred but have different priorities, which needs to be communicated to employees for total commitment of new approaches and attitudes. This responsibility may be handled by Operations and Line Managers so as to save loss of production and a smooth transition to improved efficiencies and standards.

### Course Learning Objectives:

**This three day program is designed to give the delegates:**

A clear identification of potential changes and a greater understanding of the changes processes involved. It includes a proven approach to manage the transitions affected and how to handle the new privatised effective systems and operational functions. It also tackles the suspicions of the workforce and the performance of department targets.

### Daily Course Contents:

#### Day One

- **Introduction to Public and Private Sector Markets**
  - Comparison of Market Roles
  - Leading Company Market Re-orientation
  - Operations Re-engineering
  - Private Sector Awareness
  - Business and Commercial Objectives
  - Marketing Concepts in Privatisation
  - Customer Centered Activities
  
- **Change Management for Privatised Operations**
  - Mechanistic and Organic Organization Structures
  - Needs for Change Management
  - Implementing Changes

- Change Communications & Meetings
- Resistance to Change & Handling Objections
- Management Role & Functions
- Team Approach & Motivation

### **Day Two**

- **Privatisation Efficiency Improvements**
  - Identification of Areas of Concern
  - Performance Related Activities
  - Flow Chart Analysis
  - Work Flow Analysis Overview
  - Capacity Utilization
  - Capacity Measurement Techniques
  - Job Re-evaluation Methods
  - Efficiency Review Meetings
  - Interdepartmental Relations
  - Budgeting Issues and Structures

### **Day Three**

- **Quality & Quality Assurance**
  - Customer Expectations and Standards
  - Improving QA
  - Methods of QA Assessments
  - Management of Efficient QA Systems
  - Feedback Systems
  - Problems Associated with QA Systems
- **Reviews and Exercises**
- **Case Studies and Group Discussions**
- **Course Summary and Analysis**

### **Program Support:**

This program is supported by videos and interactive discussions to maximize the participant's involvement

### **Who Should Attend:**

Line managers and those responsible for project efficiency programs also customer relation's personnel

## **Retail Sales and Marketing Strategies**

### **Introduction:**

Clients and customers make a decision based on the goods that you offer within the competitive markets. This buyer behavior calls for a scientific strategy, which has to be researched, planned and successfully implemented. The role of the sales and Marketing manager is crucial to make sales and marketing decisions and the process of feedback. A Marketing Information System (MIS) can be developed to give accurate forecasts of events for controls measurement.

### **Course Benefits:**

This course is designed to clarify how a successful strategy can be formulated utilizing the resources that are available within and outside the organization. It will help to focus on, and refresh traditional methods and techniques combined with new ideas for winning in domestic and overseas markets. This seminar will also include brainstorming sessions to instigate creation of new ideas for marketing objectives. It is fully supported with case studies and discussion periods.

### **Course Duration: Five Days**

### **Who will benefit from this seminar:**

Sales / Marketing Managers and Executives, also those responsible for Sales and Marketing departments and field sales teams. Participants would ideally have some prior experience in sales and marketing operations.

### **Course Learning Objectives :**

**This course is designed to give the participants the skills, knowledge and capabilities to**

- Develop a Marketing, objectives and systems approach
- Understand Motivation and buying behavior
- The Synergy of the 'Marketing Mix'
- The ever changing product
- Product positioning
- Market Segmentation
- Research: desk top and other sources
- Branding: types of consumer goods

- What customers expect
- Selling and customer care services
- Positive Marketing communications
- Introduction to the Role of Public Relations
- Commercial, industrial, retail marketing
- Overseas markets
- Internal marketing
- Entrepreneurs and Intra-prenuers
- Strategic approach to markets and action plans
- Case studies and discussions

### **Course Schedule:**

#### **Day One:**

- Marketing, objectives and systems approach
- Motivation and buying behavior
- The marketing mix
- The ever changing product
- Product positioning
- Market Segmentation

#### **Day Two:**

- Research: desk top and other sources
- Branding: types of consumer goods
- What customers expect
- Selling and customer care services
- Positive communications

#### **Day Three:**

- Public Relations
- Commercial, industrial, retail marketing
- Overseas markets
- Internal marketing
- Entrepreneurs and Intraprenuers
- Strategic approach to markets and action plans
- Case studies and discussion periods

## Retail Sales and Marketing Strategies

### Course Introduction:

Market conditions are constantly changing creating new challenges to your business thinking and shaping your effective strategies. Reviewing and forecasting is a constant process that require good decision making and actions to ensure your organization remains in the market and maintains it's market share.

The approach to this critical area demands the ability to assess and analyze the market forces and take accurate and effective decisions. A firm understanding of how dynamic strategies are constructed and applied will ensure your organization remains on course with its marketing objectives.

### Course Benefits:

This program is designed to clarify how successful strategies are formulated utilizing the available resources and the techniques and tools to implement them. It will also show how you save time and money by good organizational systems and place you in the driving seat.

Sessions are supported with discussion periods and case studies from companies who invested and succeeded with good strategies. Corporate play and strategic team exercises are also included.

Course Duration: Three Days

### Who will benefit from this seminar:

Sales and Marketing and Retail Managers / Executives, also those responsible for field sales team management. Delegates would ideally have some prior experience in sales and marketing operations.

### Program Daily Contents:

#### Day One:

- Introductions and agreed goals
- Marketing in a real environment - Objectives and Systems
- Research - Desk Top and Field - The Sources
- Marketing Segmentation

- Product and Channel Segmentation - Their Ever Changing Nature
- The Marketing Mix
- The Supply Chain and Pricing

**Day Two:**

- Branding
- Types of Consumer Goods
- Types of Outlets
- Brand Loyalties
- Outlet and Product Positioning
- Motivation and Buyer Behavior
- What customers Expect
- Strategic Selling and Customer Care Services
- Positive communications
- Internal
- External
- Press and Public Relations
- The winning benefits
- Image

**Day Three:**

- Commercial, Industrial Retail Marketing
- Internal Marketing - SWOT
- Entrepreneurs and Intrapreneurs
- Overseas Strategies and Market Entry
- Alliances / Joint Ventures / Franchises / Concessions
- Strategic Approach to Marketing and Action Plans
- Case Studies
- Corporate Play Exercise
- Discussion and Review

## Retail Sales Executive

### Course Introduction:

The market place is constantly changing and is subject to change because of many variables that sometimes cannot be foreseen. Flexible markets have developed new strategies that require creativity and good retail marketing techniques in order to sustain positioning within the market place. The Retail Executive is faced with constantly reviewing their retail strategies to win in the market place.

Making the right decisions for greater sales requires good skills and knowledge to understand how with the right tools greater accuracy and equilibrium within the market can be achieved. Directing Retail teams must also be an asset as part of the retail operations.

### Course Objectives:

**This seminar is designed to increase the participant's skills and knowledge in:**

- The Techniques and Methods available to Marketing Executives and Managers
- Retail and Marketing Strategies and The 'Winning' Approach
- Successfully directing the Retail and Sales Team
- Measuring Retail Performance and Successful Methods
- Leading a Campaign for Retail Market Share
- Analyzing Day to Day and long term positive activities required to penetrate and maintain a sustained market share
- How to save time and money by good organizational Retail & Marketing Information Systems, (MIS).
- Using Positive and Creative Skills to Increase Retail Sales and Market Share
- Promotional Approaches, Advertising and Market Variables
- Distribution and Outlet Considerations
- Internal and External Retail Operations Considerations

**Course Duration:** Five Days

### Who Should Attend:

Sales and Marketing and Retail Managers / Executives, also those responsible for field sales team management. Delegates would ideally have some prior experience in sales and marketing operations.

### Course Contents:

**Module One:**

- **Understanding and Introduction to Retail Sales Approaches**
- **The Essential Marketing Mix Reviewed**
  - Product,
  - Price,
  - Place,
  - Packaging
  - Physical Distribution

**Module Two:**

- **Marketing in a Real Environment**
  - Retail Objectives and Systems
  - Marketing Research
  - Desk Top and Field
  - The Sources

**Module Three:**

- **The Importance of Price**

**Module Four:**

- **The Importance of Retail Branding :**
  - Brand Loyalty
  - Loyalty & Branding Methods
- **Types of Outlets**
- **The Supply Chain and Physical Distribution Retail Approach**
- **Product Positioning**

**Module Five:**

- **Motivation and Buying Behavior**
  - Customers Expectations
  - Strategic Selling and Customer Care Services

**Module Six:**

- **Positive communications**
  - Internal
  - External
  
- **Press and Public Relations & Image**
  - Capitalizing
  - Cost versus ROI

**Module Seven:**

- **Commercial, Industrial and Retail Marketing**

**Module Eight:**

- **Marketing Segmentation**
  - Product
  - Channel
  - Identification of Segmentation

**Module Nine:**

- **The Ever Changing Market**
  - Creativity in Retailing
  - Meeting New Challenges

**Module Ten:**

- **Internal Marketing - SWOT**
  - What is and Why SWOT
  - Positive of SWOT
  - Identifying Opportunities and Threats

**Module Eleven:**

- **Entrepreneurs and Intra-preneurs**

**Module Twelve:**

- **Overseas Strategies and Market Entry**
  - Alliances
  - Joint Ventures
  - Franchises
  - Concessions
  
- **Strategic Approach to Retail and Sales Action Plans**
- **Case Studies,**

- **Group Exercises and Discussion**
- **Course Review, Evaluation and Summary**

## **SALES & MARKETING SKILLS, TECHNIQUES & PLANNING**

### **Seminar Objectives:**

Information is power, it is often a resource that is wasted or poorly managed in business. Organization acquires information either directly or indirectly for example by entertaining clients, attending exhibitions or subscribing to journals. They then fail to exploit this resource, which they have paid considerable money to obtain. This is considering the availability and the gathering of useful information has to be assessed, stored and analyzed to produce results. These results can be very considerable in quantity and usefulness in the level of sales and resulting profit they bring to the business. Reports have no value unless they relate to the organization goals and can be exploited to the benefit of the organization.

To be useful, ideas / benefits / advantages must be communicated. This is the flow of information outwards. Communication means convincing and motivating colleagues. It means informing clients and persuading them that your organization has something to offer, which is worth paying for. They are frequently unfocused, and do not achieve their purpose. Often communications use traditional forms, which are no longer suited to today's business environment where recipients in downsized companies have more incoming messages demanding their attention and from a wider assortment of media than ever before. Not only are there more media, impacting on fewer executives but there are more competitors as the results of such trends as downsizing and freelancing. Each organization is striving to determine and demonstrate quickly and effectively.

**Duration:** Three Days

**Who Should Attend:**

Anybody in an organization, who comes into contact or needs to contact customers and influence them to buy the company's goods or services. This could include people at all levels in the operation from the new entrants to middle management. The seminar is particularly suitable for those who want to not only improve their skills and effectiveness in one area of marketing such as sales letter writing, but to get an appreciation of each other areas of activity which make up a total marketing interface with the customer.

**Module 1**

**Introduction to the course objectives**

- Participants to introduce themselves and their areas of activity
- The concept of information and power of information
- Introducing course projects for days two & three

What is market research?

**How is it different from market intelligence?**

- Information sources
- The structure of markets
- How to carry out the market study
- What you can do yourself
- When and how to bring in outsiders
- Ethics, mechanism and examples
- Qualitative or quantitative
- Help from your lap top

## **Writing reports and giving presentations**

- Considering the audience and your objectives
- Preparing the materials
- Style & structure
- Use of illustrations and visual aids

## **Module 2**

- Recapitulation of the main points of day one and setting up presentations
- Five minute individual presentations by participants describing and selling a market research exercise to benefit their organization
- Completion and analysis of the presentations
- The many ways of communicating in business
- Establishing a positive background public relations corporate identity
- Different approaches for consumer products and capital goods
- The role of advertising
- Getting to the customer direct mail/ telephone and personal selling/ exhibitions

## **Module 3**

- Analysis of sales letter brochure
- Sales presentation of 10 minutes for each participant with videoing
- Analysis of presentations and consideration of communications problems and actual tasks facing participants

## **Sales Awareness for Sales Staff**

### **Course Description:**

To be successful, an enterprise must make the most of all opportunities to retain and enhance its business while actively seeking out and cultivating potential new clients. The responsibility for driving through these initiatives falls to the sales team but all other parts of an organisation must understand how the sales function operates and how it may be supported by the provision of information about opportunities and leads.

### **Learning Objectives:**

To give delegates an understanding of the importance of sales and ways in which they can recognise and provide opportunities and leads to their sales team to increase profitable business.

#### **Delegates will learn how to:**

- Understand how words and actions can be used to promote sales.
- Have the confidence and develop skills to make a beneficial impact on their company's sales.
- Understand, identify and deal with awkward personality types in sales situations.
- Improve communications with the sales team, other departments, personnel and the customer.
- Achieving Customer Excellence and Customer Care Programs
- Develop a personal action plan to increase customer awareness

**Course Duration: Three Days**

**Who Should Attend:**

Those staff who are required to understand the selling process; is indirectly involved with the sales team and believes they could make a beneficial impact on their company's sales.

**Daily Course Contents:**

**First Day:**

- Introduction to Customer Centered Activities
- Effective communication
- *Communication in selling*
- *Definition of marketing*
- *Qualities of an effective sales person*
- What people buy and why they buy – the Motivation factors
- Customer Buying decisions

**Second Day:**

- *The sales circle*
- *Circle of success*
- *Converting features into benefits*
- *Buying signals and the Close of Sales*
- Negotiation Techniques

**Third Day:**

- Sales resistance

- *Techniques for handling objections*
- *The importance of selling and being positive to the prospect/customer*
- Internal communication
- Customer Care Programs
- Action plan
- **Case Studies**
- **Group Exercises & Discussions**
- **Course Evaluation & Summary**

## Strategic Marketing Management

### Seminar Introduction:

Any private company who provides goods and services needs to understand where their market is and how to capitalize and dominate the market they are involved with. This requires considerable careful and strategic planning. These strategies must work with synergy and be carefully timed to have the greatest impact on the market and the best results.

This seminar will cover the importance of strategic thinking, planning and implementation and will give the participants the necessary strategic thinking process to increase market share and penetrate new markets. It includes case studies, interactive discussions, a personal action plan and videos to emphasize the techniques available.

### Course Objectives:

**On completion of this course the trainee/s will be competent in:**

- The techniques and methods available to Marketing Managers and the Sales Team
- Successfully directing a Sales and Marketing team in local and overseas markets and new market strategies
- Analyzing day to day and long term Marketing positive activities required to penetrate and maintain a market share
- How advertising and promotion play a key role and are a necessary function of the marketing process

- How to motivate a sales team and get the best results from a marketing investment

**Course Duration:** Four Days

**Who Should Attend:**

Sales and Marketing and Retail Managers / Executives, also those responsible for field sales team management.

**Course Contents:**

**Day One**

- Marketing in a real environment - Objectives and Systems
- Research - Desk Top and Field - The Sources
- Marketing Segmentation
- Product and Channel Segmentation - Their Ever Changing Nature
- The Marketing Mix:
  - Product,
  - Price,
  - Place,
  - Packaging and Physical Distribution

**Day Two**

- The Supply Chain and Pricing
- Branding : Brand Loyalty and
- Types of Consumer Goods
- Types of Outlets
- Product Positioning
- Motivation and Buying Behavior
- Customers Expectations
- Strategic Selling and Customer Care Services
- Positive communications - Internal & External
- Press and Public Relations - The winning benefits - Image

### Day Three

- Commercial, Industrial and Retail Marketing
- Internal Marketing – SWOT
- Entrepreneurs and Intra-preneurs
- Overseas Strategies and Market Entry
- Alliances / Joint Ventures / Franchises / Concessions
- Marketing Communication Strategy
- Product Management

### Day Four

- Sales Team Management and Motivation Strategies
- Advertising and Sales Promotion
- Strategic Approach to Marketing and Action Plans
  
- **Case Studies**
- **Group exercises**
- **Group Discussion**
- **Course Evaluation and Summary**