

**Course Overview:**

In today's society, the successful organizations have a unique ability to market and sell their products and services. Sales and Marketing Strategies is a fast-paced, dynamic, and highly informative program that covers ideas, techniques, tips, and practical useful information. The program uses case studies, interactive and engaging exercises, video clips, and real-world examples from world-class practices in sales excellence.

**Course Objective:**

At the end of this course the participants will be able to:

- Understand the psychology of selling
- Learn practical sales tools and techniques
- Understand marketing and branding
- Learn about the internet marketing
- Learn the success habits of the 'greats' in sales
- Gain knowledge that will help you to meet and exceed targets
- Understand the customer service impact on sales
- Maximize their marketing program
- Avoid marketing mistakes
- Learn about branding
- Explore marketing strategies
- Learn about search engine optimization (SEO)

**Course Outline:**

Unit 1: The Sales Cycle and Finding New Clients:

- Understanding the sales cycle
- Characteristics of successful salespeople
- Effective networking strategies
- How to work a room
- Creating the right impression
- Developing your elevator speech
- How to get referrals
- Swap meetings
- Clubs and social networking
- Centers of influence
- How to approach and sell to top executives

Unit 2: Planning, Qualifying, and The Discovery Process:

- Strategic planning and setting objectives
- Qualifying buyers
- Customer-based selling
- Dressing for success
- Easing tension levels
- Effective questioning techniques
- The power of listening
- Developing a winning attitude

Unit 3: The Psychological Factors of Selling:

**Training Language:**

Ar

**Training Methodology:**

- Presentation & Slides
- Audio Visual Aids
- Interactive Discussion
- Participatory Exercise
- Action Learning
- Class Activities
- Case Studies
- Workshops
- Simulation

- Dealing with different personalities
- Body language
- Closing and overcoming objections
- Neuro-Linguistic Programming
- Developing the habits of successful salespeople

**Unit 4: Advanced Sales Skills:**

- Time and focus management
- Counselor selling
- Attitudes, beliefs and outcomes
- How to present to groups
- Customer services and the effects on sales
- Advanced negotiation skills
- Goal setting
- Walking with tigers – secrets of the worlds best
- Action planning

**Unit 5: Marketing, Branding, and Internet Technology:**

- Designing a marketing program
- Understanding the various forms of marketing
- Brochures, print ads, and newsletters
- Working with the media
- Soundbites
- 4D branding
- Website development and design
- Website optimization
- Marketing on the internet

**Who Should Attend:**

- Marketing Professionals
- Public Relations Practitioners
- Marketing Managers
- Sales Managers
- Brand Managers
- Business Owners