



## **Introduction to Sales & Marketing**

Introduces the key concepts of Sales & Marketing by examining the following.

- The Learning Cycle
  - The Marketing Cycle
- Product / Service Positioning  
Price  
Place  
Promotion – on and off line  
People  
Physical Presence Perception  
Sales
- Market Research
- Use of Contact Management Systems & Databases

## **Professional Selling & Negotiation**

Focuses on the need for companies to manage this area more effectively. Outlines a proven professional sales structure and the key personal attributes required to be successful in sales.

- Time allocation to Sales
- Personal Attributes - Attitude, Motivation, Enthusiasm
- Preparation
- Information Gathering
- Introductions
- Needs Profiling
- Presentation
- Gaining Commitment
- Overcoming Objections
- Administration
- Evaluation System
- Development & Application of Sales Tools

## **Key Account Management & Development**

Focuses on creating an outline for Key Account Development Plans for major current and potential accounts.

- Role of the delegate
- Market Place Analysis i.e. Identified Prospects ; Working Prospects ; Buying Customers
- Prospects and Buying Groups
- S.W.O.T. Analysis of the current situation regarding the account(s)
- Examination of the Behavioural Roles within the account (s) i.e. Relationships
- Evaluation of the Decision Making Process within the Account
- Establishment of Key Success Factors with Time-Frames
- Production of an Account Development Action Plan



### **Cost Effective Promotion**

Outlines how to create an effective promotional strategy and action plan.

- Provide a template for a promotional plan.
- Guidance on proven cost-effective promotional tools.
- Provide outline costs on the key components.
- Benefits of having a good corporate image.
- Developing promotional message and materials.
- Selection of the most appropriate on and off line promotion.
- Positioning of Advertisements.
- A structure for direct mail correspondence.
- Examine PR opportunities.

### **Exhibition Selling**

Allow companies to gauge their "readiness" to exhibit at a major exhibition.

- Selecting Appropriate Exhibitions
- Sources of Potential Business
- Setting of commercial objectives for the Exhibition Stand
- Design / Positioning
- Planned Direct Marketing Activities prior to the exhibition.
- Sales Activities
- Differentiating Visitors to the stand
- Sales Pitch
- Method of recording and actioning enquiries
- Outline Action Plan
- Exhibition Follow-Up
- Post Exhibition Analysis

### **SMARTer Customer Care**

Customer Care is a strategic imperative. It allows you to build real lifetime value and eliminate customer churn.

- The Big Picture Importance of Customer Care
- Profitable Lifetime Value
- Customer Needs & Expectations
- Customers Statutory Rights
- What do Customers Really Buy?
- Internal & External Customer – Do's and Don'ts
- Moments of Truth
- Handling Challenging Customers
- Related Aspects
- Communication – Face to Face, Telephone and Email
- Go MAD – Make A Difference
- Customer Care Strategy & Action Plan



### **Sales Presentation Skills**

Covers the key elements of effective sales presentations:

- Organisation and Preparation - Key Objectives
- Delivery - Format , Control and Pace
- Presentation - Key Sales Differentiators
- Audience - Expectations
- Impact of Materials

### **Sales Management System**

Covers the creation and management of a proven and effective Sales Management System.

- Sales Forecasts and Targets
- Target Accounts
- Business Generating Activities
- Journey Cycles
- Sales Tracking - Sales Pipeline
- Key Sales Ratios i.e. Activity ; Conversion Rates ; Business Splits
- Lapsed Users
- Rolling Sales Forecasts
- Sales Administration System i.e. Record Systems ; Reporting Systems
- Distribution Analysis
- Sales Reviews - internally, Agents / Distributors, and Key Customers
- Competitor Information System
- Account Development / Retention Plans

### **Telephone Sales**

Establishes a professional sales structure for conducting both outgoing and incoming calls.

- Internal and External Game – learned skills and personal qualities.
- Creating Positive Impressions and Building Good Customer Relations.
- Differentiating between Outgoing and Incoming Calls.
- Sales Planning - Time Allocation, Logging System, Priority Lists.
- Preparation - Objectives, Information Sheets, Previous Quotes, Current Quote, Purchase History, Lead Time and Time of Call.
- Introductions - Greeting, Opening Statement and Control.
- Needs Profile - Probing, Use of Open Questions to Establish / Confirm Customer Requirements.
- Presentation - Use of Features/ Benefits and Unique Selling Points
- Close - Examine the application of a variety of different closes to elicit orders or opportunities to quote.
- Objection Handling - Tackle objections in a positive and logical manner, resulting in a bank of recovery lines.
- Analysis of Next Course of Action - Suggested course of Action.
- Contact Management System – recording market and customer intelligence.
- Evaluation - To encourage self-assessment and improvement after every sales call.
- Follow-Up Call - Ensure appropriate follow up activity is logged in the contact management system.