

Marketing for Sales Professionals

Learn the theory and put winning marketing plans into practice

2 days £975 + VAT

When marketing and sales activities are aligned business performance can be substantially improved. This highly interactive programme combines case studies, discussions, input sessions, and questionnaires to give you a deeper understanding of the principle and practice of Business to Business (B2B) and Business to Consumer (B2C) marketing.

Topics	Outcomes
The marketing mix - marketing definitions and concepts	Marketing may take a few days to learn, but it takes a lifetime to master! You'll leave this course understanding the elements that make up the marketing mix and be able to apply them successfully to your own business. Learn about the impact of PEST factors and apply the model to real life.
Market research and analysis	Learn about the principles and techniques used in marketing research, sector and competitive analysis to enable your organisation to gain customer insight and competitive edge. Appreciate the ethical situation and understand the pitfalls of research.
Real life marketing case study	A contemporary case study that draws on the full marketing mix in a competitive market.
The product life cycle, product planning and development	Products and services need different levels of management and the application of different tactics to squeeze maximum growth out of them during their life cycle. Learn how decision-making grids such as the 'Boston Matrix' help you make better decisions.
Pricing	You'll understand why effective pricing is critical in the marketing mix, the key pricing methods and how they impact your business.

Topics	Outcomes
Marketing Communication - what are all the channels of communication available to you?	Use all aspects of your brand to influence the perception your customers and prospects have of you. Learn about the different objectives and different methods of promoting your product or service.
Marketing and sales campaigns	Understand how a persuasive and compelling message can be delivered through all the different promotional channels from direct mail, advertising, the internet, public relations, exhibitions, sales promotion, sponsorship, e-commerce, telesales and personal selling. Integrate your communications and sales efforts for maximum customer acquisition and retention.
Relationship Marketing and customer contact	Understand the different levels of relationship marketing and how much time and support should be given to develop loyal customers for your business.
Channel Partner Management and Distribution	Understand the different channels available to you and use them for maximum effect as part of a winning plan. The purchasers' perspective of supply chain management. The rise of outsourcing and off shore sourcing.
Marketing Management - putting it all together	Co-ordinating all the elements of the marketing mix is critical its implementation and success. Ensure your plan is logical, coherent and compelling.
The Marketing Management case study	An excellent practical team exercise which results in the presentation to the other groups of a full marketing plan that incorporates all the elements of the mix. Often delegates know all the ingredients of a good strategic plan but aren't sure how to combine them. This exercise shows you how.

Programme high spots

- **Comprehensive case study** - leave the course with a clear understanding of all the elements that make up the marketing mix. The final case study consolidates the learning by delivering a highly practical outcome
- **Key checklists** - you'll take away a set of useful checklists to manage campaigns and brief third parties

Who will benefit?

This is a course for sales professionals who have some responsibility for marketing, use marketing as part of their role, work alongside marketing or contribute to marketing decisions.

- Managers with a joint sales and marketing role
- Sales executives who have close liaison with marketing or require a good understanding of marketing (e.g. salespeople involved in local marketing programmes, lead generation campaigns, contributing to market analysis and development)
- Non-marketing managers and specialists whose roles are changing and require a deeper understanding of marketing (e.g. roles with greater customer interface, management level executives - technical, engineering, customer service, finance)

Next steps

For further advice and to book a course, please contact us on **01494 766 633** or email us at **info@tack.co.uk**. Your local TACK adviser will be pleased to discuss your training and development needs and this programme in more detail.