

Certified Endorsed Core Marketing Skills for Business Professionals Training Program

- **Training Overview**

Advanced marketing and sales are becoming true cross-functional competencies in the most successful organizations. Based on these facts, this training synchronizes sales, marketing, and relevant digital practices to give business professionals of all levels and backgrounds a complete, in-depth, and multi-dimensional insight into these disciplines. This training is a great opportunity to catch up with core practices and learn how these disciplines work together to create synergy and give your organization a competitive advantage in today's marketplace.

- **Training Objectives**

By the end of the course, participants will be able to:

- ✓ Define the scope of marketing and sales and understand their functions and fit in a business organization
- ✓ Conduct an effective marketing audit to examine the micro and macro environments of the company in order to build a consistent marketing plan
- ✓ Blend and synchronize online and offline campaigns thanks to a clear understanding of the functions and platforms of digital marketing
- ✓ Master the selling process and develop sales opportunity plans to maximize sales revenues and profitability
- ✓ Develop marketing and sales metrics to measure performance and ensure it is aligned with set objectives and desired results

- **Training Duration**

- ✓ 5 days

- **Training Audience**

- **Training Methodology**

- ✓ Lecturing
- ✓ Presentations
- ✓ Workshops
- ✓ Group Discussions

• **Training Outlines**

Day	Outlines
1	<ul style="list-style-type: none"> • Scope of marketing and selling • Definition and functions of marketing • Definition and functions of selling • Differences between marketing and selling • Selling self-assessment readiness • Marketing self-assessment readiness • SMarketing - The new trend • Running effective meetings between marketing and sales • Sales and marketing communication tips
2	<ul style="list-style-type: none"> • Core marketing practices • The marketing mix: setting the scene • Understanding the marketing environment • Various marketing analysis techniques: • Competition analysis • Michael Porter analysis • PEDSTLE analysis • A suggested marketing plan framework: • SWOT analysis • TOWS analysis • Criteria for prioritizing action plans • Conducting a full marketing audit • Writing the strategic marketing plan
3	<ul style="list-style-type: none"> • Foundations of digital marketing • Traditional versus digital marketing • Major digital marketing platforms for business • Organic and paid search campaigns • Auditing your website effectiveness • Auditing your social media initiatives

<p>4</p>	<ul style="list-style-type: none">• Core selling practices• The sales process• Prospecting and qualifying• The pre-approach• The approach• Presentation and demonstration• Overcoming objections• Closing the deal• Retention and follow up• The buying and selling process• Sales opportunity planning• How to differentiate yourself from the competition• Building strong business relationships• Identifying the different buying personas• Recognizing the different decision roles
<p>5</p>	<ul style="list-style-type: none">• Measuring marketing and sales effectiveness• Suggested sales KPIs and metrics• Suggested marketing KPIs and metrics• Creating an effective balanced scorecard