€ TRAINING

Seminar: Sales & Marketing Strategies

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Introduction:

In today's society, 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.

Conference Objectives:

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

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

Targeted Audience:

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

Conference Outlines:

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: The Psychological Factors of Selling:

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

Unit 3: 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