

# € TRAINING

Sales and Marketing Management



30 September -  
4 October 2024  
Lisbon (Portugal)



# Sales and Marketing Management

REF: R350 DATE: 30 September - 4 October 2024 Venue: Lisbon (Portugal) - Fee: 5940 Euro

## Introduction:

This training program designed to equip participants with the skills and knowledge necessary to excel in leading sales and marketing teams. This program focuses on cultivating effective leadership qualities and refining decision-making abilities essential for driving business growth and profitability. By delving into contemporary trends and best practices, participants will emerge prepared to navigate the dynamic landscape of sales and marketing with confidence and competence.

## Program Objectives:

By the end of this program, participants will be able to:

- Develop leadership skills essential for managing sales and marketing teams effectively.
- Gain expertise in strategic planning and market analysis to drive business growth.
- Enhance decision-making abilities in sales and marketing contexts.
- Cultivate proficiency in customer relationship management to foster long-term loyalty and satisfaction.
- Stay abreast of contemporary trends and best practices in sales and marketing management.

## Targeted Audience:

- Sales managers.
- Marketing managers.
- Business development executives.
- Sales and marketing professionals.
- Entrepreneurs or business owners.

## Program Outlines:

### Unit 1.

#### Strategic Sales Planning:

- Conducting market research and analysis.
- Setting sales objectives and targets.

- Developing sales strategies and tactics.
- Creating sales forecasts and budgets.
- Identifying target markets and segments.

## Unit 2.

### Effective Marketing Strategies:

- Understanding consumer behavior and preferences.
- Developing product positioning and branding strategies.
- Creating integrated marketing campaigns.
- Utilizing digital marketing channels and techniques.
- Measuring marketing effectiveness and ROI.

## Unit 3.

### Leadership in Sales and Marketing:

- Developing leadership skills and qualities.
- Motivating and empowering sales and marketing teams.
- Setting clear goals and expectations.
- Providing coaching and feedback to team members.
- Resolving conflicts and managing team dynamics.

## Unit 4.

### Customer Relationship Management:

- Building and maintaining customer relationships.
- Understanding customer needs and preferences.
- Providing excellent customer service and support.
- Implementing CRM systems and tools.
- Managing customer feedback and complaints.

## Unit 5.

### Sales and Marketing Analytics:

- Collecting and analyzing sales and marketing data.
- Identifying key performance indicators KPIs.
- Interpreting data to make informed decisions.
- Using analytics to optimize sales and marketing efforts.
- Predicting sales trends and forecasting future demand.